



# MICHAEL ANDERSON

## CORPORATE EVENTS DIRECTOR

### CONTACT

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-  San Francisco, CA

### SKILLS

- strategic planning
- analytics
- vendor management
- team development
- budget oversight
- brand engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF BUSINESS  
ADMINISTRATION, EVENT  
MANAGEMENT FOCUS, NEW YORK  
UNIVERSITY**

### ACHIEVEMENTS

- Increased event attendance by 60% through innovative outreach and engagement strategies.
- Recognized with the 'Best Corporate Event' award at the National Event Planning Awards.
- Successfully launched a new event series that generated additional revenue streams for the organization.

### PROFILE

Strategically-minded Corporate Event Manager with extensive experience in managing and executing large-scale corporate functions and conferences. Expertise in aligning event strategies with organizational objectives to drive brand recognition and stakeholder engagement. Proficient in leveraging analytics to assess event performance and optimize future initiatives. Demonstrates exceptional negotiation skills, resulting in favorable contracts with vendors and suppliers.

### EXPERIENCE

#### CORPORATE EVENTS DIRECTOR

##### Tech Innovators Group

*2016 - Present*

- Led the strategic planning and execution of over 30 high-profile events annually, with budgets exceeding \$3 million.
- Developed and implemented comprehensive event strategies that increased brand visibility by 50%.
- Negotiated contracts with venues and vendors, achieving a 20% savings on average across all events.
- Utilized data analytics to assess attendee engagement and satisfaction, informing future event planning.
- Trained and mentored a team of event planners, enhancing their skills and ensuring high-quality delivery.
- Created and maintained detailed project timelines and budgets, ensuring adherence to deadlines and financial targets.

#### EVENT PLANNER

##### Creative Events Co.

*2014 - 2016*

- Coordinated logistics for corporate events, ensuring seamless execution from inception to completion.
- Managed event budgets, tracking expenses and optimizing costs for various projects.
- Collaborated with marketing teams to create promotional materials that boosted event turnout by 30%.
- Conducted thorough vendor research and negotiations to secure optimal service agreements.
- Facilitated post-event evaluations, gathering feedback to improve future event strategies.
- Assisted in developing innovative themes and concepts that enhanced overall event experience.