MICHAEL
ANDERSON

Director of Digital Strategy

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Innovative and strategic Director of Hospitality with a solid foundation in the integration of technology and customer service in the hospitality industry. With over 9 years of experience, adept at utilizing technology to enhance guest experiences and streamline operations. Proven success in leading teams through change management initiatives and implementing digital solutions that drive efficiency.

WORK EXPERIENCE

Director of Digital Strategy | NextGen Hospitality Solutions Jan 2022 – Present

- Led the development and implementation of digital transformation initiatives.
- Utilized data analytics to enhance customer experience and operational efficiency.
- Managed cross-functional teams to ensure successful project execution.
- Developed mobile applications that improved guest engagement.
- Analyzed market trends to inform digital marketing strategies.
- Coordinated training sessions on new technologies for staff.

Hospitality Technology Consultant | Tech Innovations Inc. Jul 2019 – Dec 2021

- Provided consulting services to enhance technology integration in hospitality.
- Assisted clients in selecting and implementing software solutions.
- Conducted workshops on emerging trends in hospitality technology.
- Developed user-friendly interfaces for hospitality applications.
- Analyzed client needs to tailor technology solutions accordingly.
- Collaborated with IT teams to ensure seamless technology deployment.

SKILLS

Digital Transformation   Data Analytics   Team Leadership   Technology Integration   Market Analysis

Customer Experience

EDUCATION

Bachelor of Science in Information Technology 2015 – 2019
University of California

ACHIEVEMENTS

- Increased client satisfaction ratings by 25% through technology enhancements.
- Successfully launched multiple digital platforms for hospitality clients.
- Recognized as a thought leader in hospitality technology integration.

LANGUAGES

English   Spanish   French