



MICHAEL ANDERSON

Senior Recreation Manager

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SUMMARY

Visionary leader with over 15 years of experience in the outdoor recreation industry, demonstrating a profound commitment to enhancing community engagement through innovative programming and strategic partnerships. Expertise in developing comprehensive outdoor initiatives that promote health, wellness, and environmental stewardship. Proven track record in managing large-scale projects and leading multidisciplinary teams to achieve organizational goals.

WORK EXPERIENCE

Senior Recreation Manager National Outdoor Association

Jan 2023 - Present

- Designed and implemented community-wide outdoor education programs increasing participation by 40% over three years.
- Managed a budget exceeding \$2 million, ensuring the financial sustainability of all recreational initiatives.
- Collaborated with local governments to secure funding for public outdoor spaces, enhancing community resources.
- Led a team of 20 staff and volunteers, fostering a culture of teamwork and innovation.
- Developed metrics for program evaluation, resulting in a 30% improvement in participant satisfaction scores.
- Advocated for policy changes that expanded access to outdoor recreation for underserved populations.

Program Director Adventure Sports Institute

Jan 2020 - Dec 2022

- Implemented a comprehensive training program for outdoor instructors, enhancing safety standards and operational efficiency.
 - Increased annual revenue by 25% through innovative program offerings and enhanced marketing strategies.
 - Established partnerships with local schools, providing experiential learning opportunities for over 500 students annually.
 - Conducted research on outdoor participation trends, informing program development and outreach efforts.
 - Facilitated workshops and seminars, sharing best practices in outdoor recreation management with industry professionals.
 - Managed logistical operations for large-scale events, successfully coordinating over 12 outdoor festivals annually.
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EDUCATION

Master of Science in Outdoor Education, University of Colorado, 2010

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Leadership, Strategic Planning, Program Development, Budget Management, Community Engagement, Data Analysis
- **Awards/Activities:** Recipient of the National Outdoor Leadership Award for Excellence in Program Innovation.
- **Awards/Activities:** Successfully secured over \$500,000 in grants for community outdoor initiatives.
- **Awards/Activities:** Increased community engagement metrics by 50% within two years through targeted outreach efforts.
- **Languages:** English, Spanish, French