

MICHAEL ANDERSON

Director of Outdoor Programs

- San Francisco, CA
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Strategic and results-driven leader with over 15 years of experience in the outdoor recreation industry, specializing in program development, operational management, and team leadership. Proven ability to enhance recreational offerings through innovative programming and community engagement. Expertise in building partnerships with local organizations to promote outdoor activities and environmental stewardship. Adept at managing large-scale projects, including the design and implementation of sustainable recreational facilities and initiatives.

WORK EXPERIENCE

Director of Outdoor Programs | Adventure Seekers Inc.

Jan 2022 – Present

- Developed and implemented a comprehensive outdoor recreation strategy that increased program participation by 40% within two years.
- Managed a team of 20 staff and volunteers, providing training and support to enhance service delivery and team cohesion.
- Established partnerships with local schools and community organizations to promote outdoor education initiatives.
- Oversaw the renovation of multiple outdoor facilities, ensuring compliance with safety and environmental regulations.
- Implemented a digital registration system that streamlined participant sign-ups and improved data collection.
- Conducted community outreach programs, resulting in a 25% increase in community engagement in outdoor activities.

Outdoor Recreation Manager | Green Trails Co.

Jul 2019 – Dec 2021

- Led the design and execution of innovative outdoor recreation programs, achieving a 30% increase in user satisfaction ratings.
- Coordinated logistics for outdoor events, managing budgets and resources efficiently to meet organizational goals.
- Engaged with stakeholders to assess community needs and develop targeted programming that addressed gaps in outdoor access.
- Implemented sustainability initiatives that reduced operational costs by 15% while promoting environmental awareness.
- Trained staff on best practices in outdoor safety and emergency response, enhancing overall program safety.
- Monitored program outcomes and reported on key performance indicators to senior management, driving continuous improvement.

SKILLS

Program Development

Team Leadership

Community Engagement

Budget Management

Sustainability Practices

Safety Compliance

EDUCATION

Master of Science in Outdoor Recreation Management

2014; Bachelor of Arts in Environmental Studies

University of Oregon

ACHIEVEMENTS

- Secured over \$500,000 in grants for outdoor programs, significantly enhancing community outreach efforts.
- Recognized as "Leader in Outdoor Recreation" by the National Recreation Association in 2021.
- Increased annual revenue from outdoor programs by 60% through strategic marketing initiatives.

LANGUAGES

English

Spanish

French