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SKILLS

- Business Development
- Partnership Management
- Negotiation
- Market Analysis
- Financial Planning
- Team Leadership

EDUCATION

**MASTER OF BUSINESS ADMINISTRATION,
HARVARD BUSINESS SCHOOL, 2015**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Secured a multi-million dollar sponsorship deal with a leading tech company.
- Increased overall revenue by 25% through strategic partnership initiatives.
- Recognized as 'Employee of the Year' for outstanding contributions to business growth.

Michael Anderson

BUSINESS DEVELOPMENT MANAGER

Strategic E-Sports Specialist with a strong foundation in business development and partnership management, dedicated to fostering relationships that drive market expansion and revenue growth. Proven ability to identify and capitalize on emerging trends within the e-sports industry, translating insights into actionable business strategies. Skilled in negotiation and contract management to secure advantageous partnerships with sponsors and game developers.

EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

Faceit

2016 - Present

- Identified and pursued new business opportunities, increasing revenue by 35%.
- Negotiated sponsorship agreements with leading brands, enhancing market visibility.
- Developed strategic partnerships with game developers to promote new titles.
- Conducted market analysis to inform product development and marketing strategies.
- Managed a team of 10 in executing business development initiatives.
- Presented growth strategies to executive leadership, securing buy-in for new projects.

PARTNERSHIP COORDINATOR

ESL Gaming

2014 - 2016

- Facilitated partnerships with over 20 sponsors, increasing event funding by 50%.
- Coordinated promotional campaigns that improved brand recognition.
- Developed outreach strategies to engage potential partners and sponsors.
- Analyzed partnership performance metrics to inform future initiatives.
- Managed logistics for sponsorship activations during events.
- Collaborated with marketing teams to align partnership goals with brand strategies.