



MICHAEL ANDERSON

ASSOCIATE PROFESSOR OF EVENT MANAGEMENT

PROFILE

Distinguished Event Management Educator with extensive experience in both academic and practical realms of event planning and execution. Renowned for cultivating an interactive learning atmosphere that bridges theoretical knowledge with real-world applications. Expertise encompasses strategic event design, risk management, and stakeholder communication, ensuring that educational frameworks meet the evolving demands of the industry.

EXPERIENCE

ASSOCIATE PROFESSOR OF EVENT MANAGEMENT

National University of Hospitality

2016 - Present

- Developed and taught advanced courses in event management and marketing.
- Implemented experiential learning opportunities through live projects.
- Collaborated with industry partners for guest lectures and case studies.
- Led initiatives to enhance curriculum relevance to market needs.
- Supervised student research projects leading to academic publications.
- Organized annual conferences showcasing student and faculty research.

EVENT MANAGER

Creative Events Inc.

2014 - 2016

- Executed innovative event concepts for corporate clients across diverse sectors.
- Managed project timelines, ensuring adherence to client expectations.
- Conducted post-event evaluations to inform future planning.
- Established strong vendor networks to optimize event quality.
- Developed marketing strategies to promote events effectively.
- Coordinated volunteer staff and managed training sessions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Event Strategy
- Risk Management
- Curriculum Innovation
- Public Speaking
- Team Leadership
- Market Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

M.A. IN EVENT MANAGEMENT,
UNIVERSITY OF EXCELLENCE

ACHIEVEMENTS

- Secured funding for research projects enhancing event management curriculum.
- Awarded Best Paper at the International Conference on Event Management.
- Increased student satisfaction scores by 40% through innovative teaching practices.