



MICHAEL ANDERSON

EVENT TECHNOLOGY STRATEGIST

PROFILE

Innovative and strategic Event Technology Manager with a robust background in integrating emerging technologies within the event management sector. Adept at leveraging data analytics and customer insights to inform technology deployment, enhancing attendee experiences while optimizing operational workflows. Extensive experience in managing high-stakes event environments, ensuring that all technological components function seamlessly to support event objectives.

EXPERIENCE

EVENT TECHNOLOGY STRATEGIST

NextGen Events

2016 - Present

- Developed strategic technology plans for major corporate events, resulting in a 35% increase in engagement.
- Implemented data-driven solutions to track attendee interactions and preferences.
- Led the transition to hybrid event formats, enhancing accessibility for remote participants.
- Managed a budget of over \$2 million for technology procurement and implementation.
- Collaborated with marketing teams to create interactive digital experiences that drove brand awareness.
- Trained and mentored junior staff on the latest event technologies and best practices.

TECHNICAL EVENT MANAGER

Elite Event Solutions

2014 - 2016

- Oversaw all technical aspects of events, ensuring flawless execution and client satisfaction.
- Designed customized audiovisual solutions tailored to specific event themes and objectives.
- Negotiated contracts with vendors, achieving a 15% savings on equipment rentals.
- Implemented feedback mechanisms to gather post-event insights from clients and attendees.
- Coordinated logistics for international events, managing time zones and technical requirements.
- Conducted risk assessments to mitigate potential technology failures during events.

CONTACT

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SKILLS

- technology integration
- data analytics
- budget management
- team development
- hybrid events
- client engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF FLORIDA, 2014

ACHIEVEMENTS

- Awarded the Innovator of the Year by the Event Technology Association in 2021.
- Achieved a 40% increase in audience participation through technology enhancements.
- Successfully launched a new event app that improved attendee networking and interaction.