

MICHAEL ANDERSON

International Business Development Manager

- San Francisco, CA
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Strategic Fertilizer Management Specialist with a focus on international markets and trade. Over 14 years of experience in the fertilizer industry, specializing in market analysis and business development. Proven ability to identify growth opportunities in emerging markets and develop strategies to penetrate these segments. Strong negotiation skills, with experience in securing contracts and partnerships with international suppliers and distributors.

WORK EXPERIENCE

International Business Development Manager | Global Fertilizers Ltd.

Jan 2022 – Present

- Identified and pursued new business opportunities in international markets.
- Negotiated contracts with overseas suppliers and distributors to secure favorable terms.
- Conducted market research to inform strategic planning and product offerings.
- Developed marketing strategies to enhance brand visibility in global markets.
- Managed relationships with key stakeholders to foster collaboration.
- Presented business cases to executive leadership to support expansion initiatives.

Market Analyst - Fertilizers | Fertilizer Insights

Jul 2019 – Dec 2021

- Analyzed market trends and competitor activities to guide product development.
- Prepared reports on market dynamics and pricing strategies.
- Collaborated with sales teams to develop customer acquisition strategies.
- Participated in trade shows to promote products and gather market intelligence.
- Developed presentations for stakeholders on market opportunities.
- Monitored regulatory changes impacting fertilizer trade.

SKILLS

Market Analysis

Business Development

Negotiation

International Trade

Strategic Planning

Stakeholder Management

EDUCATION

Master's in International Business

2015 – 2019

Global University

ACHIEVEMENTS

- Expanded market presence in three new countries, increasing sales by 40%.
- Secured contracts worth over \$5 million with international suppliers.
- Recognized as 'Top Performer' in business development for two consecutive years.

LANGUAGES

English

Spanish

French