



MICHAEL ANDERSON

Director of Outdoor Programs

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SUMMARY

Visionary leader with extensive experience in orchestrating outdoor recreation programs that promote environmental stewardship and community engagement. Proven track record of enhancing organizational performance through innovative strategies and collaborative partnerships. Expertise in program development, stakeholder management, and resource allocation, resulting in increased participation and revenue generation. Adept at navigating complex regulatory frameworks and fostering a culture of safety and inclusivity.

WORK EXPERIENCE

Director of Outdoor Programs EcoAdventure Parks

Jan 2023 - Present

- Developed and implemented strategic plans for outdoor recreation initiatives.
- Managed a team of 30 outdoor educators and guides, ensuring compliance with safety standards.
- Established partnerships with local businesses to enhance program offerings.
- Utilized data analytics to assess program effectiveness and participant satisfaction.
- Conducted training workshops on environmental conservation and outdoor skills.
- Increased annual program participation by over 40% within three years.

Outdoor Recreation Coordinator City of Greenfield

Jan 2020 - Dec 2022

- Coordinated community outdoor events and activities, enhancing public engagement.
 - Implemented risk management protocols for all outdoor events.
 - Collaborated with city officials to secure funding for new recreational facilities.
 - Monitored and evaluated program outcomes, presenting findings to city council.
 - Developed marketing strategies to promote outdoor activities.
 - Achieved a 25% increase in community participation in outdoor events.
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EDUCATION

Master of Science in Recreation Management, University of California, 2016

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Program Development, Stakeholder Engagement, Data Analysis, Team Leadership, Risk Management, Marketing Strategy
- **Awards/Activities:** Recipient of the National Outdoor Recreation Award for Excellence in Program Innovation.
- **Awards/Activities:** Successfully secured \$500,000 in grants for community outdoor initiatives.
- **Awards/Activities:** Implemented a new sustainability program that reduced operational costs by 15%.
- **Languages:** English, Spanish, French