



MICHAEL ANDERSON

Director of Water Sports Operations

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SUMMARY

Dynamic and results-oriented executive with extensive experience in the water sports industry, demonstrating a proven ability to lead teams and drive operational excellence. Adept at developing strategic initiatives that enhance customer engagement and promote sustainable practices. Expertise in managing large-scale water sports events and overseeing facility operations, ensuring compliance with safety regulations while maximizing profitability.

WORK EXPERIENCE

Director of Water Sports Operations Aqua Adventures Inc.

Jan 2023 - Present

- Oversaw daily operations of multiple water sports facilities, ensuring adherence to safety and quality standards.
- Developed and implemented strategic marketing campaigns, resulting in a 30% increase in customer engagement.
- Managed a team of 50+ staff, focusing on training and development to enhance service delivery.
- Negotiated contracts with vendors and partners to optimize service offerings and reduce costs.
- Conducted market research to identify emerging trends and customer preferences, informing service enhancements.
- Implemented sustainability initiatives that reduced water consumption by 25% across all operations.

Senior Project Manager Oceanic Sports Group

Jan 2020 - Dec 2022

- Led the planning and execution of international water sports competitions, enhancing brand reputation.
 - Coordinated logistics for events with budgets exceeding \$1 million, ensuring financial targets were met.
 - Developed partnerships with local businesses to promote events and increase community involvement.
 - Monitored and reported on project performance metrics, driving continuous improvement initiatives.
 - Facilitated training programs for staff, improving operational efficiency by 20%.
 - Engaged with stakeholders to align project objectives with organizational goals.
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EDUCATION

Master of Business Administration, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Leadership, Strategic Planning, Operations Management, Marketing Strategy, Team Development, Financial Acumen
- **Awards/Activities:** Increased event attendance by 40% year-over-year through innovative marketing strategies.
- **Awards/Activities:** Successfully reduced operational costs by 15% through process optimization.
- **Awards/Activities:** Recipient of the Water Sports Excellence Award for outstanding leadership in event management.
- **Languages:** English, Spanish, French