



Michael ANDERSON

MARKET DEVELOPMENT MANAGER

Dynamic Non Timber Forest Products Specialist with a focus on market development and sustainable supply chains. Expertise in identifying innovative strategies to enhance the marketability of non-timber forest products while ensuring sustainable sourcing practices. Proven track record in developing partnerships with businesses and communities to create economic opportunities through NTFPs. Skilled in conducting market analysis and feasibility studies to support product development initiatives.

CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

SKILLS

- Market Development
- Supply Chain Management
- Feasibility Studies
- Business Consulting
- Stakeholder Engagement
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF BUSINESS
ADMINISTRATION, HARVARD
BUSINESS SCHOOL, 2015**

ACHIEVEMENTS

- Increased NTFP sales by 40% within two years.
- Developed a successful NTFP marketing campaign recognized by industry peers.
- Received the Sustainable Business Award for innovative practices in 2021.

WORK EXPERIENCE

MARKET DEVELOPMENT MANAGER

Forest Trade Network

2020 - 2025

- Developed market strategies for promoting NTFP products.
- Conducted feasibility studies to assess product viability.
- Collaborated with local businesses to enhance supply chains.
- Organized trade fairs to showcase NTFP products.
- Analyzed market trends to inform product development.
- Established partnerships with international buyers for NTFP sourcing.

BUSINESS CONSULTANT

EcoMarket Solutions

2015 - 2020

- Provided consultancy on sustainable business practices for NTFPs.
- Assisted clients in developing sustainable sourcing policies.
- Conducted training workshops for businesses on NTFP marketing.
- Evaluated client supply chains for sustainability improvements.
- Produced market reports to guide strategic decisions.
- Facilitated networking events for NTFP producers and buyers.