



# MICHAEL ANDERSON

## Senior Licensing Manager

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### SUMMARY

Distinguished Rights and Licensing Executive with over a decade of experience in negotiating and managing complex licensing agreements across diverse sectors. Adept at navigating the intricacies of intellectual property law while ensuring compliance with regulatory standards. Proven ability to cultivate and maintain strategic partnerships that drive revenue growth and enhance brand visibility.

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### WORK EXPERIENCE

#### Senior Licensing Manager Global Media Corp

Jan 2023 - Present

- Negotiated multi-million dollar licensing agreements for digital content distribution.
- Implemented a comprehensive rights management system that reduced contract discrepancies by 30%.
- Collaborated with legal teams to ensure compliance with international licensing regulations.
- Developed training programs for staff on best practices in rights management.
- Analyzed market trends to identify new licensing opportunities, increasing revenue by 25%.
- Led cross-functional teams in the execution of licensing strategies.

#### Licensing Coordinator Creative Rights Agency

Jan 2020 - Dec 2022

- Assisted in the negotiation of licensing agreements for multiple high-profile clients.
  - Maintained detailed records of licensing agreements and renewals to ensure compliance.
  - Coordinated with marketing teams to align licensing initiatives with brand strategy.
  - Conducted market research to support licensing negotiations and proposals.
  - Provided administrative support to the licensing team, enhancing operational efficiency.
  - Facilitated communication between clients and legal departments to expedite contract finalization.
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### EDUCATION

#### Master of Business Administration (MBA), Harvard Business School

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** negotiation, contract management, rights management, stakeholder engagement, market analysis, compliance
- **Awards/Activities:** Successfully negotiated a landmark licensing deal that expanded market reach by 40%.
- **Awards/Activities:** Recognized as Employee of the Year for outstanding contributions to licensing strategy.
- **Awards/Activities:** Streamlined licensing operations, resulting in a 20% reduction in processing time.
- **Languages:** English, Spanish, French