



MICHAEL ANDERSON

DIRECTOR OF LICENSING

CONTACT

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-  San Francisco, CA

SKILLS

- intellectual property
- licensing strategy
- negotiation
- revenue growth
- risk management
- team leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN BUSINESS
ADMINISTRATION, UNIVERSITY OF
CALIFORNIA**

ACHIEVEMENTS

- Championed the launch of a new licensing division that generated \$10 million in its first year.
- Awarded Best Licensing Executive in 2020 by the Entertainment Licensing Association.
- Successfully resolved a major licensing dispute, saving the company \$2 million.

PROFILE

Highly accomplished Rights and Licensing Executive specializing in the management of intellectual property assets within the entertainment industry. Expertise in crafting and executing comprehensive licensing strategies that align with corporate objectives and enhance brand equity. Known for exceptional negotiation skills and a strategic mindset, capable of navigating complex legal frameworks to secure favorable licensing terms.

EXPERIENCE

DIRECTOR OF LICENSING

Entertainment Partners

2016 - Present

- Oversaw all licensing operations, managing a portfolio valued at over \$500 million.
- Developed and executed licensing strategies that increased revenue by 35% year-over-year.
- Negotiated high-stakes agreements with major studios and distributors.
- Implemented a new digital rights management system that improved tracking accuracy.
- Led a team of licensing professionals, fostering a culture of innovation and collaboration.
- Conducted risk assessments to mitigate potential licensing disputes.

LICENSING ANALYST

Film Rights Group

2014 - 2016

- Analyzed licensing agreements to ensure compliance with legal standards and company policies.
- Provided data-driven insights to support the negotiation of renewal contracts.
- Collaborated with creative teams to align licensing with project goals.
- Assisted in the development of marketing collateral to promote licensed products.
- Maintained a database of licensing agreements, streamlining information retrieval.
- Supported the legal team in preparing documentation for licensing negotiations.