

# MICHAEL ANDERSON

Senior Licensing Manager

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Dynamic and results-oriented Rights and Licensing Executive with over a decade of comprehensive experience in intellectual property management, strategic licensing negotiations, and rights acquisition across diverse media platforms. Expertise in navigating complex legal frameworks and fostering robust partnerships with content creators, publishers, and distributors. Proven track record of implementing innovative licensing strategies that enhance revenue streams while ensuring compliance with legal standards.

## WORK EXPERIENCE

### Senior Licensing Manager | Global Media Corp

Jan 2022 – Present

- Negotiated over 100 licensing agreements resulting in a 30% increase in revenue.
- Managed a portfolio of intellectual properties, optimizing rights utilization across multiple channels.
- Conducted market analysis to identify emerging trends and potential licensing opportunities.
- Collaborated with legal teams to ensure compliance with international licensing laws.
- Developed training programs for junior staff on licensing best practices.
- Presented quarterly reports to executive leadership on licensing performance metrics.

### Rights Acquisition Specialist | Creative Rights Agency

Jul 2019 – Dec 2021

- Executed rights acquisition for over 200 creative works, enhancing the agency's portfolio significantly.
- Established and maintained relationships with publishers and content creators to facilitate smooth negotiations.
- Utilized data analytics to assess the performance of licensed content in various markets.
- Provided expert guidance on copyright laws and licensing regulations to internal teams.
- Coordinated with marketing departments to promote newly acquired rights effectively.
- Participated in industry trade shows to network and identify potential licensing partners.

## SKILLS

Licensing Negotiation

Intellectual Property Management

Market Analysis

Contract Law

Stakeholder Engagement

Revenue Optimization

## EDUCATION

### Master of Business Administration (MBA)

University of California

Harvard Business School; Bachelor of Arts in Media Studies

## ACHIEVEMENTS

- Recognized as 'Top Performer of the Year' at Global Media Corp for exceeding licensing revenue targets.
- Successfully launched a new licensing framework that streamlined contract processes, reducing turnaround time by 25%.
- Received industry award for excellence in rights management from the International Licensing Association.

## LANGUAGES

English

Spanish

French