



Michael ANDERSON

SPORTS BUSINESS DEVELOPMENT MANAGER

Strategic Senior Professional Sports Manager with a profound understanding of the commercial aspects of sports management and the ability to drive profitability through innovative business strategies. Expertise in market analysis, brand positioning, and revenue generation, leading to significant financial growth for sports franchises. Skilled in negotiating high-value sponsorship deals and managing relationships with key stakeholders across multiple sectors.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- business development
- sponsorship negotiation
- market analysis
- brand positioning
- revenue generation
- marketing strategy

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN SPORTS
MANAGEMENT, OHIO STATE
UNIVERSITY, 2015**

ACHIEVEMENTS

- Increased overall franchise profitability by 30% within two years.
- Recipient of the Excellence in Sports Marketing Award in 2022.
- Successfully launched a community engagement program that reached over 10,000 participants.

WORK EXPERIENCE

SPORTS BUSINESS DEVELOPMENT MANAGER

Premier League Franchise

2020 - 2025

- Developed and executed business strategies that increased franchise revenue by 50%.
- Negotiated multi-million dollar sponsorship agreements with key corporate partners.
- Conducted market research to identify new revenue opportunities and market trends.
- Collaborated with marketing teams to enhance brand visibility and fan engagement.
- Led cross-functional teams to implement new initiatives and drive results.
- Managed a portfolio of sponsorships, ensuring compliance and satisfaction.

MARKETING DIRECTOR

Sports Marketing Solutions

2015 - 2020

- Directed marketing campaigns that achieved a 60% increase in fan engagement.
- Utilized analytics to optimize campaign performance and maximize ROI.
- Established partnerships with media outlets to enhance coverage and visibility.
- Managed a team of marketing professionals, fostering creativity and innovation.
- Developed promotional materials that resonated with diverse audiences.
- Led community outreach initiatives to promote inclusivity in sports.