



Michael ANDERSON

HEAD OF WATER SPORTS OPERATIONS

Strategic and results-driven Senior Water Sports Manager with over 12 years of experience in managing and enhancing water sports facilities. Proven capacity to lead teams in delivering exceptional customer experiences while adhering to stringent safety standards. Expertise in developing strategic initiatives that align with organizational goals, driving revenue growth and operational efficiency.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Operational Strategy
- Customer Experience
- Safety Management
- Team Development
- Financial Analysis
- Community Engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN SPORTS
MANAGEMENT, BEACHSIDE
UNIVERSITY, 2011**

ACHIEVEMENTS

- Achieved 'Best Water Sports Facility' recognition in 2023.
- Increased customer satisfaction scores by 45% through service enhancements.
- Successfully reduced operational costs by 20% through efficiency initiatives.

WORK EXPERIENCE

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Coral Bay Water Sports

2020 - 2025

- Led operational strategy for a leading water sports facility, achieving a 30% increase in annual revenue.
- Managed a diverse team, providing coaching and development opportunities.
- Developed comprehensive safety protocols, reducing incident rates by 60%.
- Created and executed marketing strategies that expanded the customer base.
- Analyzed financial reports to drive budgetary decisions and operational improvements.
- Fostered partnerships with local businesses to enhance service offerings.

AQUATIC PROGRAMS MANAGER

WaveRider Sports Center

2015 - 2020

- Managed the development and implementation of innovative aquatic programs.
- Coordinated events and workshops to promote water safety and skills development.
- Evaluated program effectiveness through customer feedback and performance metrics.
- Implemented staff training programs that improved service delivery ratings.
- Established community partnerships to promote water sports participation.
- Conducted risk assessments to ensure compliance with safety regulations.