



MICHAEL ANDERSON

Senior Manager of Water Sports Programs

Results-oriented Senior Water Sports Manager with over 11 years of comprehensive experience in water sports management and operations. Expertise in creating and leading water sports programs that enhance customer engagement while prioritizing safety and compliance. Proven ability in managing large teams and fostering a culture of excellence through training and development.

WORK EXPERIENCE

Senior Manager of Water Sports Programs

2020-2023

Riptide Water Sports

- Designed and implemented strategic water sports programs that increased revenue by 45%.
- Managed a diverse team, enhancing skills through targeted training initiatives.
- Conducted regular market analysis to adapt offerings to customer preferences.
- Established partnerships with local organizations to promote aquatic safety.
- Oversaw budgeting processes, ensuring alignment with financial goals.
- Developed marketing strategies that significantly improved brand recognition.

Water Sports Supervisor

2019-2020

Lagoon Adventure Park

- Supervised daily operations of water sports activities, ensuring high safety standards.
- Implemented customer feedback systems to improve service delivery.
- Coordinated training sessions focused on safety and customer engagement.
- Managed equipment maintenance schedules to ensure operational readiness.
- Facilitated community events to boost local engagement in water sports.
- Analyzed performance metrics to inform decision-making processes.

ACHIEVEMENTS

- Awarded 'Best Water Sports Program' by the National Aquatics Association in 2023.
- Increased program participation by 60% through innovative marketing.
- Successfully implemented a safety initiative that reduced incidents by 70%.

CONTACT

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EDUCATION

Master of Science in Recreation and Leisure Management

Waterway University
2012

SKILLS

- Program Development
- Financial Management
- Team Leadership
- Market Analysis
- Safety Standards
- Community Engagement

LANGUAGES

- English
- Spanish
- French