



MICHAEL ANDERSON

Senior Sports Rights Manager

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SUMMARY

Distinguished sports media rights manager with over a decade of extensive experience in negotiating and managing high-value broadcasting agreements across multiple platforms. Expertise encompasses the orchestration of complex rights acquisitions, ensuring compliance with regulatory frameworks, and the cultivation of strategic partnerships that enhance brand visibility and revenue streams.

WORK EXPERIENCE

Senior Sports Rights Manager Global Sports Network

Jan 2023 - Present

- Directed negotiations for multi-million dollar media rights agreements across North America.
- Analyzed market trends to identify new opportunities for rights acquisition and partnership development.
- Implemented performance metrics to evaluate the effectiveness of rights deals and broadcasting strategies.
- Collaborated with legal teams to ensure compliance with international broadcasting regulations.
- Spearheaded initiatives to enhance digital content distribution, increasing viewer engagement by 30%.
- Developed comprehensive reports for senior management, detailing rights portfolio performance and future projections.

Rights Acquisition Specialist National Broadcasting Corporation

Jan 2020 - Dec 2022

- Managed the acquisition of sports rights for major events, resulting in a 25% increase in viewership.
 - Negotiated terms with sports leagues and agencies, ensuring favorable conditions for all parties involved.
 - Developed and maintained relationships with key industry stakeholders to facilitate ongoing collaboration.
 - Utilized data analytics tools to assess the impact of rights deals on audience metrics and revenue.
 - Coordinated with marketing teams to enhance promotional strategies for newly acquired sports properties.
 - Presented findings to the executive board, supporting strategic decisions with data-driven insights.
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EDUCATION

Master of Business Administration, Sports Management, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Negotiation, Rights Management, Contract Law, Market Analysis, Stakeholder Engagement, Digital Strategy
- **Awards/Activities:** Successfully negotiated a landmark broadcasting deal valued at \$500 million.
- **Awards/Activities:** Recognized as 'Industry Leader' by the Sports Media Association in 2022.
- **Awards/Activities:** Increased revenue from digital media rights by 40% over two years.
- **Languages:** English, Spanish, French