



# MICHAEL ANDERSON

DIRECTOR OF MEDIA RIGHTS

## PROFILE

Accomplished sports media rights manager with a robust history of successfully negotiating high-stakes contracts for major sporting events. Expertise in navigating the complexities of sports broadcasting rights across various platforms, including traditional television and emerging digital channels. Demonstrates a keen understanding of market dynamics and audience preferences, enabling the development of innovative strategies that drive revenue growth and enhance brand positioning.

## EXPERIENCE

### DIRECTOR OF MEDIA RIGHTS

#### Premier Sports Broadcasting

2016 - Present

- Oversaw the negotiation and management of exclusive broadcasting rights for key sports leagues.
- Implemented a rights valuation framework that improved negotiation outcomes by 20%.
- Developed strategic partnerships with digital platforms to expand content distribution.
- Conducted extensive market research to inform rights acquisition strategies.
- Managed a team of analysts to monitor and report on rights performance metrics.
- Facilitated workshops for stakeholders to enhance understanding of rights management best practices.

### MEDIA RIGHTS ANALYST

#### Sports Media Solutions

2014 - 2016

- Analyzed broadcasting rights trends and provided insights to senior management.
- Assisted in the negotiation of contracts for regional sports networks.
- Collaborated with legal teams to draft and review contracts for compliance.
- Utilized CRM systems to manage relationships with key industry contacts.
- Conducted audience analysis to identify potential growth areas for rights sales.
- Presented findings at industry conferences, enhancing the company's reputation in the marketplace.

## CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

## SKILLS

- Contract Negotiation
- Market Research
- Relationship Management
- Digital Media
- Audience Analytics
- Compliance

## LANGUAGES

- English
- Spanish
- French

## EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF SOUTHERN CALIFORNIA

## ACHIEVEMENTS

- Negotiated a record-breaking contract for exclusive streaming rights worth \$300 million.
- Awarded 'Best Media Rights Deal' at the Sports Business Awards in 2021.
- Increased audience reach by 50% through strategic rights acquisitions.