



Michael ANDERSON

MEDIA RIGHTS MANAGER

Dynamic sports media rights manager with a solid track record of negotiating and executing high-impact media contracts that drive revenue growth. Strong expertise in assessing market trends and audience preferences to formulate effective rights acquisition strategies. Proven ability to build and maintain relationships with key stakeholders, including sports leagues, broadcasters, and advertisers, resulting in successful partnerships.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Negotiation
- Relationship Building
- Market Research
- Data Analysis
- Compliance Management
- Digital Rights

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN SPORTS
MANAGEMENT, UNIVERSITY OF
FLORIDA**

ACHIEVEMENTS

- Achieved a 30% increase in local viewership through strategic rights acquisitions.
- Recognized for excellence in negotiation by the Regional Sports Coalition.
- Successfully negotiated a contract that secured rights to a popular local sports league.

WORK EXPERIENCE

MEDIA RIGHTS MANAGER

Sports Broadcasting Network

2020 - 2025

- Negotiated exclusive broadcasting agreements with major sports leagues, enhancing viewer engagement.
- Utilized audience insights to inform rights acquisition strategies, leading to a 20% increase in viewership.
- Managed the execution of multi-platform distribution agreements to maximize reach.
- Collaborated with legal teams to ensure compliance with media regulations.
- Presented rights performance analysis to stakeholders, supporting strategic planning.
- Facilitated training sessions for junior staff on rights management best practices.

JUNIOR RIGHTS NEGOTIATOR

Local Sports Channel

2015 - 2020

- Assisted in the negotiation of local broadcasting rights for community sports events.
- Conducted research on competitor rights agreements to inform negotiation strategies.
- Monitored contract compliance and provided updates to senior management.
- Supported marketing initiatives to promote newly acquired sports content.
- Developed and maintained relationships with local sports organizations.
- Prepared presentations for community stakeholders on broadcasting initiatives.