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## SKILLS

- Contract Negotiation
- Digital Media
- Analytics
- Partnership Development
- Compliance
- Training

## EDUCATION

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION, UNIVERSITY OF MICHIGAN**

## LANGUAGE

- English
- Spanish
- German

## ACHIEVEMENTS

- Increased digital content revenue by 40% within the first year of tenure.
- Awarded 'Emerging Leader' by the Digital Sports Association in 2023.
- Successfully negotiated a partnership that secured exclusive streaming rights for a major sporting event.

# Michael Anderson

## LEAD MEDIA RIGHTS NEGOTIATOR

Innovative sports media rights manager with a keen focus on leveraging technology to drive operational efficiencies and enhance revenue generation. Extensive experience in negotiating complex media rights agreements that align with organizational goals and market demands. Demonstrates strong analytical skills in assessing the value of rights and crafting agreements that deliver maximum return on investment.

## EXPERIENCE

### LEAD MEDIA RIGHTS NEGOTIATOR

Digital Sports Network

2016 - Present

- Negotiated digital rights agreements that expanded online viewership by 50%.
- Utilized advanced analytics to assess the effectiveness of media rights deals.
- Collaborated with IT teams to enhance digital content delivery platforms.
- Facilitated partnerships with tech companies to innovate broadcasting solutions.
- Prepared detailed reports on market trends and rights performance for executive review.
- Conducted training for internal teams on digital rights management best practices.

### MEDIA RIGHTS COORDINATOR

Sports Media Agency

2014 - 2016

- Supported the negotiation of media rights for regional sports events.
- Assisted in market research to evaluate potential rights acquisitions.
- Monitored compliance with contractual obligations and provided updates to management.
- Developed promotional materials for newly acquired media rights.
- Maintained relationships with local sports organizations to facilitate partnership opportunities.
- Prepared analyses of competitor rights agreements to inform negotiation strategies.