



MICHAEL ANDERSON

Sports Rights Acquisition Manager

Strategic sports media rights manager with a strong foundation in business development and rights acquisition. Proven success in negotiating and managing media rights agreements that align with corporate objectives and maximize revenue potential. Demonstrates exceptional analytical skills and attention to detail in evaluating the market landscape and identifying opportunities for growth.

WORK EXPERIENCE

Sports Rights Acquisition Manager

2020-2023

Elite Sports Group

- Led negotiations for media rights agreements for major sporting events, increasing brand visibility.
- Conducted thorough market analyses to identify trends and inform acquisition strategies.
- Collaborated with marketing teams to align rights acquisitions with promotional campaigns.
- Managed compliance with industry regulations throughout the negotiation process.
- Presented quarterly performance metrics to senior leadership, demonstrating rights portfolio success.
- Developed training materials for team members on rights negotiation strategies.

Rights Negotiation Associate

2019-2020

Sports Media Group

- Assisted in the negotiation of sports broadcasting rights for local events.
- Conducted research on competitor agreements to support negotiation strategies.
- Monitored compliance with all contractual obligations and reported findings.
- Developed relationships with local sports organizations to facilitate rights opportunities.
- Provided insights on audience metrics to inform acquisition strategies.
- Prepared presentations for stakeholders on rights performance and growth opportunities.

ACHIEVEMENTS

- Negotiated a significant media rights deal that increased revenue by 35%.
- Awarded 'Top Performer' in Rights Acquisition by Elite Sports Group.
- Increased audience engagement by 45% through strategic rights management.

CONTACT

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EDUCATION

Bachelor of Science in Business Administration

University of Texas
2016-2020

SKILLS

- Business Development
- Contract Management
- Market Analysis
- Stakeholder Engagement
- Compliance
- Training

LANGUAGES

- English
- Spanish
- French