

MICHAEL ANDERSON

Senior Sports Rights Negotiator

- San Francisco, CA
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Distinguished Sports Media Rights Manager with over a decade of comprehensive experience in the acquisition, negotiation, and distribution of broadcasting rights across multiple platforms. Proven track record in driving revenue growth through strategic partnerships and innovative media solutions. Demonstrated expertise in navigating complex contractual agreements and fostering long-term relationships with key stakeholders, including sports leagues, networks, and digital platforms.

WORK EXPERIENCE

Senior Sports Rights Negotiator | Global Sports Media Group

Jan 2022 – Present

- Led negotiations for multi-million dollar broadcasting agreements with major sports leagues.
- Developed and executed strategic plans to enhance market positioning and revenue generation.
- Collaborated with legal teams to draft and finalize contracts ensuring compliance and risk mitigation.
- Utilized advanced analytics tools to assess viewership data and inform rights acquisition decisions.
- Built and maintained relationships with key stakeholders, including team executives and broadcasters.
- Conducted market research to identify emerging trends and opportunities in sports media rights.

Media Rights Coordinator | National Sports Broadcasting Network

Jul 2019 – Dec 2021

- Assisted in the management of sports rights portfolio, focusing on contract renewals and negotiations.
- Coordinated with marketing teams to promote televised events and increase audience engagement.
- Analyzed competitor rights deals to inform organizational strategy and positioning.
- Supported the development of digital streaming initiatives, enhancing viewer access and experience.
- Prepared detailed reports on rights performance metrics for executive review.
- Engaged with external partners to facilitate joint ventures and collaborative media projects.

SKILLS

sports rights negotiation

contract management

market analysis

stakeholder engagement

revenue optimization

team leadership

EDUCATION

Master of Business Administration (MBA)

University of California

Sports Management

ACHIEVEMENTS

- Successfully negotiated a record-breaking broadcasting deal valued at over \$500 million.
- Increased revenue by 30% through strategic rights acquisitions and partnerships within two years.
- Recognized with the Sports Media Excellence Award for outstanding contributions to rights management.

LANGUAGES

English

Spanish

French