



MICHAEL ANDERSON

PRODUCT DEVELOPMENT MANAGER

PROFILE

Accomplished Water Sports Equipment Manager with a strong focus on product development and market expansion. Extensive background in the water sports industry, emphasizing innovative equipment solutions tailored to consumer needs. Proven track record of driving sales growth through strategic marketing initiatives and effective team leadership. Possesses a comprehensive understanding of supply chain management and customer relationship strategies.

EXPERIENCE

PRODUCT DEVELOPMENT MANAGER

WaveRider Inc.

2016 - Present

- Led the development of a new product line that increased market share by 20%.
- Conducted consumer research to identify emerging trends in water sports equipment.
- Collaborated with engineering teams to enhance product features based on feedback.
- Managed cross-functional teams for successful product launches.
- Developed marketing strategies that resulted in a 35% increase in sales.
- Monitored competitor activities to stay ahead in the market.

SALES AND MARKETING COORDINATOR

BlueWave Gear

2014 - 2016

- Executed marketing campaigns that boosted brand visibility and awareness.
- Analyzed sales data to identify opportunities for growth and expansion.
- Created promotional materials and presentations for trade shows.
- Established relationships with key retail partners to enhance distribution channels.
- Conducted training sessions for sales teams on product features and benefits.
- Developed customer loyalty programs that increased repeat business.

CONTACT

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SKILLS

- product development
- market analysis
- sales strategy
- team coordination
- consumer research
- brand management

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING,
UNIVERSITY OF MIAMI

ACHIEVEMENTS

- Instrumental in achieving a 50% increase in annual sales revenue.
- Received the Outstanding Achievement Award for innovative marketing strategies.
- Successfully expanded product distribution into three new regions.