



# MICHAEL ANDERSON

## OPERATIONS DIRECTOR

### PROFILE

Dynamic Water Sports Operations Manager with a decade of multifaceted experience in managing water-based recreational programs and enhancing operational efficiencies. Demonstrated proficiency in harnessing technology to streamline operations, resulting in significant cost savings and improved service delivery. A strategic thinker with a keen ability to analyze market trends and adapt offerings to meet evolving customer needs.

### EXPERIENCE

#### OPERATIONS DIRECTOR

##### Aqua Adventure Resorts

2016 - Present

- Directed all aspects of water sports operations, ensuring a seamless guest experience.
- Implemented a digital booking system, increasing efficiency and reducing wait times.
- Managed a diverse team of 50+ employees, fostering a collaborative work environment.
- Developed and executed marketing strategies that resulted in a 40% increase in new memberships.
- Conducted risk assessments and enhanced safety protocols, reducing incidents by 25%.
- Established training programs for staff, improving service delivery and customer engagement.

#### PROGRAM MANAGER

##### Coastal Sports Academy

2014 - 2016

- Managed the development and execution of water sports training programs for youth.
- Coordinated with local schools to integrate water sports into physical education curricula.
- Analyzed participant feedback to enhance program offerings and increase retention rates.
- Organized community events that promoted water safety and environmental awareness.
- Oversaw equipment maintenance and safety checks, ensuring compliance with industry standards.
- Facilitated workshops for instructors, enhancing teaching methodologies and engagement.

### CONTACT

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### SKILLS

- Team Leadership
- Strategic Planning
- Digital Operations
- Marketing
- Risk Management
- Community Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER OF BUSINESS  
ADMINISTRATION, MARINE  
MANAGEMENT, COASTAL UNIVERSITY

### ACHIEVEMENTS

- Achieved a 50% increase in program enrollment through targeted marketing initiatives.
- Received 'Excellence in Operations' award for outstanding leadership in 2020.
- Successfully launched an eco-friendly initiative that reduced waste by 30%.