



**PRESS
KIT**

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MELANIE BORDEN

**SPEAKER | FOUNDER | AUTHOR
OF THEATRE OF THE MIND**

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Speaking Niche: Go-to-market visibility, LinkedIn strategy, and modern search authority in an AI-driven world



SIGNATURE KEYNOTE

Your Knowledge = Your Advantage

The 5 Shifts That Turn What You Know Into Authority They Can Trust

Overview

This keynote is built on a 5-shift framework that helps leaders turn their experience into visible, trusted authority - across both human audiences and AI-driven platforms.

This framework gives leaders a clear path to turn what they know into authority that is visible, credible, and trusted - by both people and the platforms shaping modern decision-making.

Signature Structure

- Shift 1:** Experience alone is not a strategy
- Shift 2:** Visibility gets harder when leaders feel exposed
- Shift 3:** Visibility is leadership
- Shift 4:** Authority comes from perspective
- Shift 5:** The market trusts people who teach

Audience Outcomes

- Understand why experience alone is not a strategy
- Recognize why visibility gets harder when leaders feel exposed
- Reframe visibility as leadership
- Learn how perspective builds authority
- See why the market trusts people who teach

Audience Takeaways

- A 5-shift framework for turning knowledge into authority
- Clear language for communicating expertise with confidence
- A more strategic way to show up across LinkedIn and modern search
- A practical lens for building trust with both people and AI-driven platforms

ABOUT MELANIE

Melanie Borden is a keynote speaker, author, and Founder of The Borden Group. She helps professionals, CEOs, founders, executives and senior leadership teams turn what they know into visible authority audiences can trust. Her talks on executive visibility, personal branding, modern search, and AI-driven authority building show leaders how to translate their expertise into credibility, opportunity, and measurable business growth.

IDEAL AUDIENCES

- Executive teams
- Founders
- Business Owners
- CEOs
- CMOs + Marketing Teams
- Leadership retreats
- Professionals

CORE THEMES

- LinkedIn visibility
- Modern search
- Executive authority
- Trust
- GTM credibility

Speaking style: Insight-driven. Human. Direct. Strategic.

FEATURED PODCAST APPEARANCES

Melanie is a sought-after guest on business, leadership, and marketing podcasts—known for delivering clear, strategic insights on visibility, authority, and modern go-to-market strategy.



Featured Conversation:
Leading In Public Without Losing Yourself



Featured Conversation:
Why Your Personal Brand is a Non-Negotiable in the AI Era



Featured Conversation:
The reason you are invisible online (and exactly how to fix it)



Featured Conversation:
The Personal Branding Myth Nobody Talks About – Why Visibility Comes Before Confidence

These conversations reflect the same insight-driven, direct, and practical approach Melanie brings to the stage—**making her sessions both engaging and immediately actionable.**

TESTIMONIALS

“Our discussion with Melanie was raw, open, and, above all, a beautifully human interaction. You can tell when someone is genuine, and Melanie is all that and a bag of BBQ chips!”

– Peter Jude Ricciardi, Founder, *Brandartica* / Host, *Where The Dogs of Society Howl*

“My audience loved the sentiment: Nobody’s coming to promote you, and nobody’s coming to give you permission. When you take action and move forward, your parachute will open.”

– Rebecca Fitzsimmons, Podcast Host, Speaker, Founder, *Tactical Harmony*

“A grounded, insightful, and highly practical conversation that offered both motivation and real-world clarity at an executive level.”

– Valerie Lynn Cordes, *Women on Top Podcast*

FEATURED IN



NOTABLE CAREER UPDATES

- 2026 Visible Leader App
- 2026 VoyceProfit AI, Advisor
- 2026 Theatre of The Mind, House of Lola
- 2025 YOUNIFIED AI, Advisor
- 2024, 2025 Excellence Talks, Global Excellence Award
- 2024 Sales Intel’s Top 300 Women Making An Impact In B2B SaaS
- 2024 Forbes Agency Council Member
- 2024 Opus Clip Brand Partnership
- 2023 LA Weekly’s 10 Personal Branding Experts to Follow in 2023
- 2023 Favikon’s Top 200 LinkedIn Creator List
- 2022 Alan Ram Proactive Training Solutions From Social to Showroom Training course
- 2021 Matador.ai Advisory Board Member
- 2021 Cherokee Media Group 40 Under 40
- 2020 Cherokee Media Group Women in Retail
- 2020 Our Mommy Works with Cars, House of Lola
- 2019–2022 Contributing Writer, Dealer Magazine & Digital Dealer Magazine
- 2019 Promoted to Vice President of Marketing



SUGGESTED INTERVIEW QUESTIONS

FOUNDATIONS OF VISIBILITY

1. Where does visibility really begin for a leader — is it strategy, channels, or something else?
2. What's the difference between credible visibility and performative visibility?
3. What role do fear, over-editing, and legal review play in blocking executives/professionals from being visible?

AI & THE FUTURE OF SEARCH

1. How is AI changing search, and how do leaders preserve the integrity of their voice while using it?
2. How should leaders go about building a searchable presence without burning out?
3. What is Searchable Leadership?
4. Why should executives and professionals care about visibility now?
5. How should leaders go about building a searchable presence without burning out?

TRUST & IDENTITY ALIGNMENT

1. How do leaders erode trust before they ever publish a post or take the stage?
2. How important is internal alignment between identity and role when leaders step into visibility?
3. Is personal branding really just leadership expressed in public?
4. What role do fear, over-editing, and legal review play in blocking executives from being visible?
5. What non-traditional KPIs and dark social signals should leaders be paying attention to?

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