

**Here is Melanie's Stage Introduction. Feel free to tweak it to fit your event!**

Melanie Borden lives by one belief: visibility isn't luck, it's strategy.

She helps leaders turn what they know into authority people can trust, across LinkedIn, search, AI, and the rooms they want to be invited into.

Melanie is an entrepreneur, speaker, author, and marketing strategist. She is also the founder of The Borden Group, an executive visibility advisory firm helping professionals and leaders translate expertise into measurable growth across modern search.

Some of her career highlights include:

- Building The Borden Group after turning her own personal brand into a business growth engine
- Being named one of SalesIntel's Top 300 Women Making an Impact in B2B SaaS
- Being recognized as a Favikon Top 200 LinkedIn Creator
- Sharing insights through her bestselling marketing book, *Theatre of the Mind*, published through her publishing arm, House of Lola
- Launching her app, Visible Leader (2026)
- Self-publishing a children's book, *Our Mommy Works With Cars*, during a global pandemic
- Creating two miniature versions of herself, one of whom she now runs marathons with

Please welcome, Melanie Borden.