

MELANIE BORDEN

Keynote Speaker | Author of Theatre of the Mind | Founder, The Borden Group

Short bio

Melanie Borden is a keynote speaker, author, and Founder of The Borden Group who helps leaders turn what they know into authority audiences can trust. Her talks on executive visibility, personal branding, modern search, and AI-driven authority building show professionals, founders, C-suite leaders, and companies how to turn what they know into credibility, opportunity, and measurable business growth.

Speaker Bio

Melanie Borden is a keynote speaker, author, and founder of **The Borden Group**, an executive visibility advisory firm helping leaders turn what they know into authority audiences can trust. Her work is grounded in one core belief: **visibility is not vanity — it's leadership.**

Melanie speaks to professionals, founders, C-suite operators, and leadership teams navigating one of the most disorienting moments in modern business: the era where personal brand, company brand, and AI-driven search have collapsed into a single trust signal — and where the leaders who get understood are the ones who get chosen. Her talks cut straight through the noise of “post more, post often” and hand audiences a working framework for something harder and far more valuable: becoming *understood*.

She built her own playbook the hard way. After almost 15 years in sales and marketing leadership — including her tenure as Vice President of Marketing — Melanie founded Melanie Borden LLC in 2021 during a season of professional reinvention. What started as a personal brand experiment on LinkedIn became proof of a new model: *expertise + visibility = pipeline*. By 2022, that experiment had scaled into The Borden Group, a strategic advisory firm guiding founders, C-suite leaders, and high-growth companies on executive brand strategy, go-to-market positioning, content ecosystems, and AI- and search-driven authority frameworks.

Today, Melanie's work has supported leaders across industries including tech, legal, automotive, professional services, and venture-backed companies. Her insights have been featured in *Entrepreneur*, *LA Weekly*, *New York City Biz List*, *CMO Times*, *New York Weekly*, and *The Wall Street Journal*. She is the author of *Theatre of the Mind*, a candid and practical guide to leadership reinvention that blends brand-building strategy with lived experience — the kind of book leaders actually use to navigate the moments no one prepares them for.

On stage, Melanie is direct, warm, and refreshingly unvarnished. She doesn't advise from behind a keyboard; she advises from the trenches — pulling from real client work, real launches, and real setbacks. Audiences walk away with practical frameworks to move from:

- Unclear positioning → clear authority
- Inconsistent messaging → aligned presence
- Invisible expertise → recognized leadership

Whether she's headlining a keynote, leading a workshop, sitting on a panel, moderating a panel, running an executive fireside chat, (or a marathon) Melanie delivers what organizations increasingly say they want most: more than motivation. A clear framework their leaders can actually apply on Monday morning.

Her talks span executive visibility, personal branding, modern search, LinkedIn strategy, AI-driven authority building, and the mindset shifts required to lead through reinvention. She's especially in demand for leadership offsites, marketing events, founder communities, and women's leadership programs – anywhere leaders are ready to stop being the best-kept secret in their industry.

Melanie lives in New Jersey with her partner Adam, her daughters, and Chief Happiness Officer Athena. Her motto – and the through-line of every talk she gives – is simple:

"Visibility isn't about being everywhere. It's about being understood, trusted, and chosen by the right people."

Booking & Contact

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