



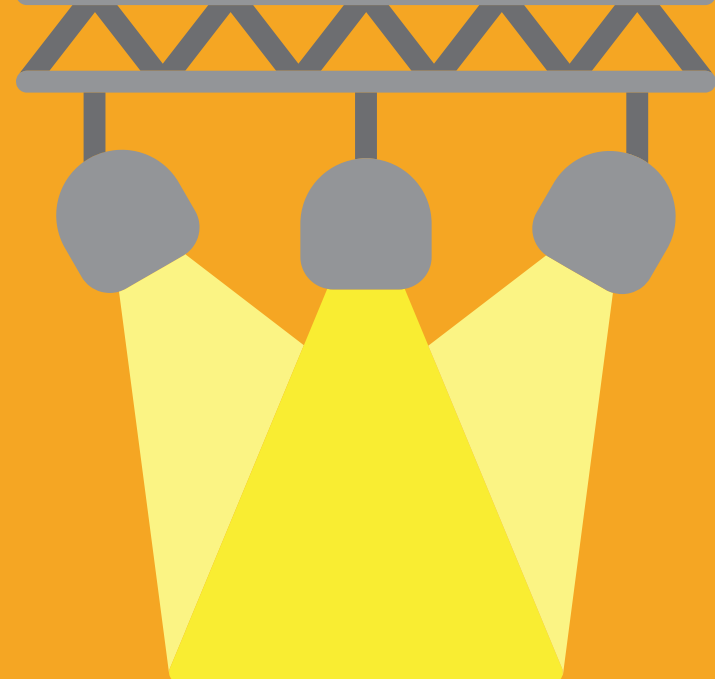
SJB Career Highlights

A decade + of transformative leadership in the entertainment landscape across live events, gaming, esports and digital media.

Led Projects Resulting in 15-40% increases in audience engagement



Spearheaded innovative, award-winning events and experiential, integrated productions.



Global experience across EMEA, the Americas and APAC.



Passionate about fostering diversity and inclusion across the industries of Entertainment, Tech and Gaming, leading initiatives that increased representation and inclusion by 30%.



The Road So Far

NBC UNIVERSAL

2012: NBCUniversal
Branded Live Entertainment

BILZARD
ENTERTAINMENT

2017: Blizzard Entertainment
BlizzCon Transformation

RIOT
GAMES

2022: Riot Games
Global Media Leadership

SJB CONSULTING

2025: SJB Consulting
Creative Exec At Large



An Abbreviated History



Directed a large, cross-functional team of internal and external partners in the rebuild and upgrade of the Riot Games Arena EMEA, updating content strategy and operations resulting in a 15% growth in AMA viewership and a 23% increase in event awareness regionally.



Launched RISE Women's Initiative at EA, developing comprehensive strategies and programming to advance women in gaming, resulting in increased career visibility and strengthened corporate inclusivity.



Produced Katy Perry's first venture into live streaming, for her 2019 "Smile" album, creating a browser based platform game around the title track and launching game and single on a live Twitch Stream, generating 8.85M impressions and 149K hours of engagement.



Directed end-to-end production of ESPN's Apex Legends, seamlessly blending creative, broadcast and logistical elements to successfully integrate esports into the X-Games.



Led content strategy and production for BlizzCon's Virtual Ticket and live content stages, implementing new streaming tech, including a mobile app launch, and content development methods, resulting in at 37% increase in digital ticket sales and a "Best BlizzCon Ever" rating.



Spearheaded operational strategy for Halloween Horror Nights at NBCUniversal, optimizing logistics, talent management, and safety protocols, resulting in a 90+ top box guest satisfaction.

All The Things I Can Do

Expertise

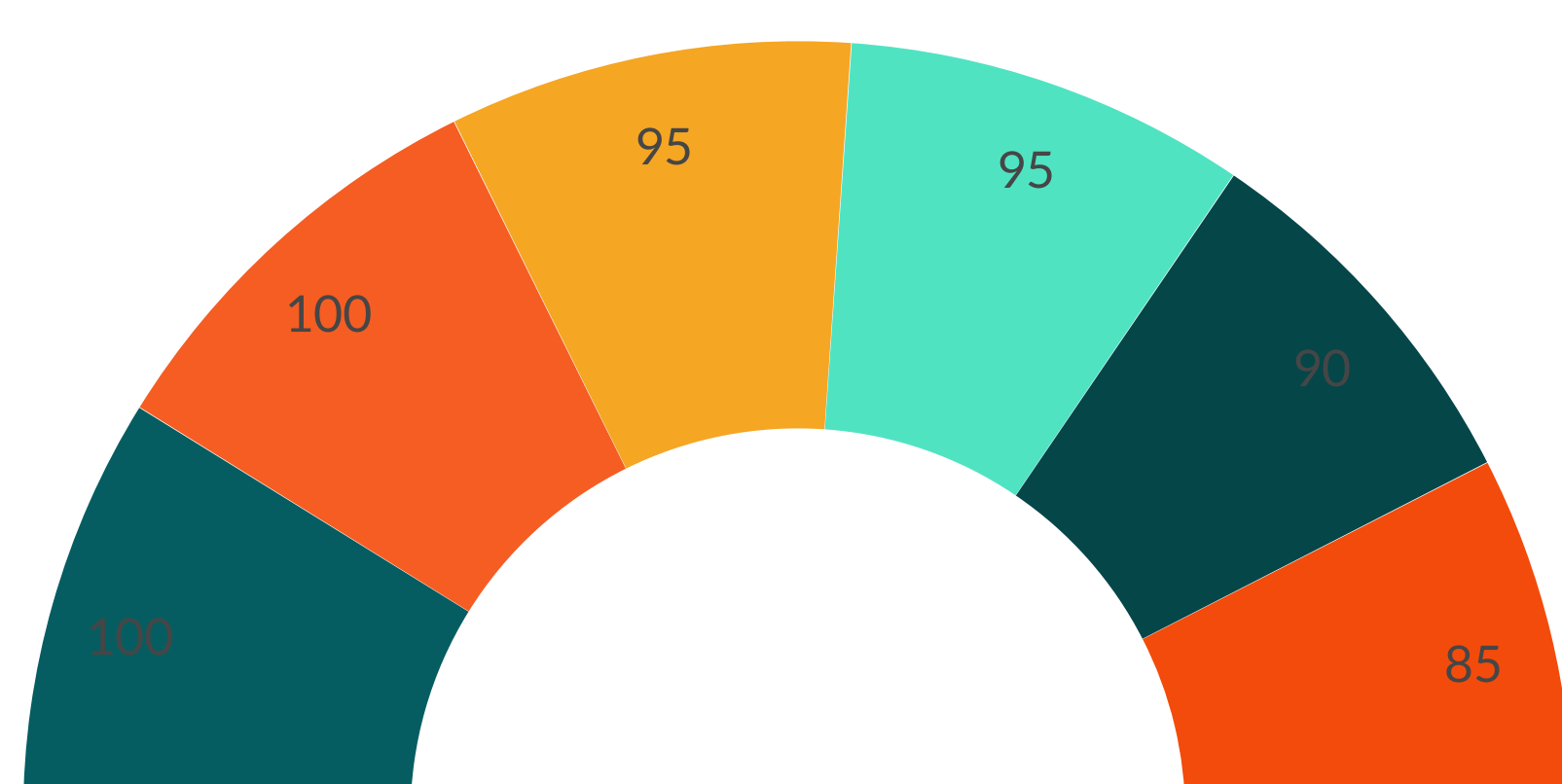


Software & Technology



- Digital Collaboration: Slack, Teams, Asana, Trello
- Virtual Event/Meeting: Hopin, Zoom, WebEx, StreamYard
- Analytics & Data Viz: Tableau, Power Bi, Hotjar, Google Analytics
- CMS: WordPress, Drupal
- CRM & Marketing Automation: SAP, HubSpot, Marketo, Salesforce
- Office Productivity: MS Office, Google Suite, Visio
- Enterprise Tools: Oracle, Intuit, SAP B1, Notion, Miro, Sage
- Event Mgmt & Prod: C-vent, Atmos, QLab, OBS, vMix
- Project Mgmt Software: JIRA, Atlassian, Wrike, ClickUp, Monday
- CAD & Design: AutoCAD, SketchUp, Adobe Creative Suite

Competencies



- Finances & Budget Mgmt
- Project Management
- Venue Management
- Stakeholder Engagement
- Vendor Management
- Mentorship & Coaching

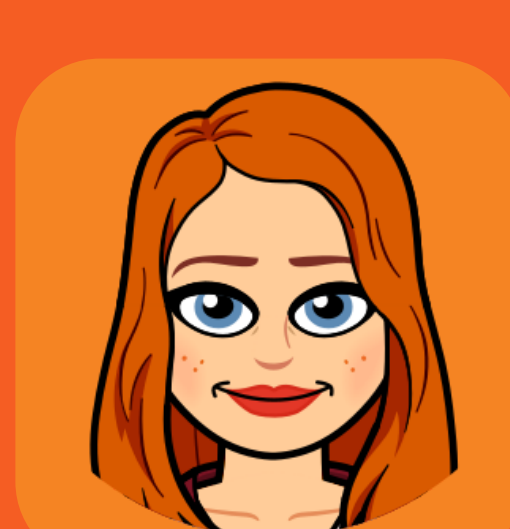
Education & Affiliations

School/Org Name	Degree	Major	Graduated
Yale School of Management Executive Leadership (Workshop)	Certificate	Executive Leadership	✓
University of Southern California Marshall School of Business	MBA	Leadership & Org Dev	✓
University of Cal, Berkeley EL School of Management	Certificate	Project Management	✓
Academy of Art University Film & Television	MFA	Film & Media Production	✓
CSU Fresno Theatre Department	Bachelor of Arts	Theatre Studies	✓

Professional Organizations

- | | | |
|---------------------------------|--------------------------------|---------------------------------------|
| 01 Producers Guild of America | 02 Actors Equity Association | 03 Project Managers Institute |
| 04 Stage Managers Association | 05 Women in Gaming | 06 Themed Entertainment Association |

Sarah Joynt Borger, MBA, MFA, p.g.a



Senior Consultant & Executive Producer | Ex-Blizzard, Riot, EA and NBCUniversal | Strategic Leader in Media & Events

Driving innovation in global media and event experiences



Reach out and connect on [LinkedIn!](#)

