

SARAH JOYNT BORGER MBA, MFA

Executive Producer | Transformative Leader in Live Experiences

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SUMMARY

Senior Executive Producer with 15+ years of experience leading large-scale live events, production operations, and strategic initiatives across the entertainment, gaming, and marketing industries. Known for pioneering innovative, audience-centered experiences that set industry standards. Proven success managing global teams of 55+ and overseeing multi-million dollar budgets, implementing cost-saving strategies that align with business goals and enhance efficiency without compromising quality. Track record of scaling operations, optimizing workflows, and building high-performing, collaborative teams.

INDUSTRY EXPERTISE

Strategic Event Leadership

Creative Production & Innovation

Cross-Functional Collaboration

Audience Insights & Engagement

EXPERIENCE

Head of Media House, EMEA

2022 - Present

Riot Games

Berlin, Germany

Led live event, production, broadcast and original content teams across 27 countries, managing €25M+ budget and 55+ staff across 7 departments supporting Riot EMEA Esports.

- **Built scalable event systems** for 60+ live broadcasts annually
- **Directed creative strategy and production** for major events, marketing content and socials
- **Led partnerships with global brands** (Kia, Red Bull), incorporating innovative tech and content strategies, raising regional awareness by 22% and partner satisfaction by 10%
- **Developed and tracked P&L** for global event production, ensuring alignment with revenue goals and increasing overall project profitability
- **Led talent development program**, improving promotion rate 25% YoY

Director, Broadcast Operations

2020 - 2021

Electronic Arts

Redwood City

Directed broadcast and live event strategy and operations across EA's esports portfolio

- **Implemented financial controls** across multiple projects, cutting costs by 20% while improving production quality by leveraging strategic resource allocation
- **Led virtual/hybrid event transition** during COVID-19
- **Managed multi-million dollar vendor relationships**, training and contracts and streamlined studio & live event operations improving efficiency 25%
- **Developed EA RISE initiative**, delivering 500+ mentorship hours to gender diversity training
- **Developed and delivered presentations** to executive stakeholders, effectively conveying project goals, vendor partnerships, and financial updates to align cross-functional teams

Director, Events & Original Content

2020 - 2020

DBLA Agency

Remote

Led creative direction and production for major entertainment brands' experiential campaigns.

- **Executive Producer of major tent pole events**, exceeding engagement goals by 40% through innovative hybrid, digital, and live interactive elements
- **Managed B2B/B2C activations** across digital and live platforms, with an increase in client greenlight and a 42% increase in client satisfaction
- **Directed creative for multiple bespoke 360 campaigns**, leading creative strategies for events and online campaigns, melding digital media with traditional event dynamics
- **Built scalable processes for multi-platform content delivery** Increased audience interaction 38% through hybrid format innovation

Director, Event & Broadcast Production

2019 - 2020

ESL FACEIT Group

Burbank

Led the production of esports events combining live event, broadcast, and digital elements.

- **Led production operations** process updates, improving budget performance 26%
- **Managed union relationships and venue partnerships**
- **Reduced production bottlenecks** by 25% by aligning creative and technical teams
- **Created standardized** event documentation and processes
- **Supervised technical operations** across multiple venues and projects



KEY ACHIEVEMENTS

LEC EMEA Finals 2023

Directed the production of the LEC EMEA Finals, setting new industry standards by integrating live, broadcast, and digital content for a boundary-pushing immersive experience. Achieved a **37% increase in viewership**, expanded **regional event awareness by 30%**, and increased **B2B partner participation by 30%**, resulting in a **15% increase in sponsorship revenue**.

BlizzCon Reimagining

Spearheaded the reimagining of BlizzCon into a successful hybrid event, using audience insights to innovate the Virtual Ticket campaign, which drove a 37% rise in virtual ticket sales and earned the accolade "Best BlizzCon Ever." Integrated a multi-stage closing ceremony that improved cross-stage experiences and significantly boosted audience engagement

Innovative Program Management

Designed and implemented cross-functional processes to streamline creative projects from concept to completion, leveraging Agile and Waterfall methodologies tailored for high-impact event production. Directed end-to-end workflows and created master schedules for complex, multi-platform events, achieving seamless integration across creative, technical, and logistical teams, resulting in a 42% boost in stakeholder satisfaction, 18% reduction in project timelines, and a 35% increase in project greenlights, optimizing creative output and ensuring consistent delivery across all productions.

EDUCATION

Master of Business Administration (MBA)

University of Southern California

- *Leadership & Org Development*

Master of Fine Arts (MFA)

Academy of Art University

- *Film & Television Production*

Bachelor of Arts

CSU Fresno

- *Theatre Arts, Technical & Performance*

EXPERIENCE

Project Manager/Producer, Events 2017 - 2019
Blizzard Entertainment Irvine

Led BlizzCon event and experiential content production across multiple stages, streams, and digital platforms.

- **Managed multi-stage convention** operations and virtual ticket content while directing union stage crews and technical operations
- **Developed vendor RFP** system reducing costs 35% and built vendor onboarding operational workflows, achieving a 15% boost in operational efficiency
- **Coordinated talent** and streamlined operations with producers, project managers and technical teams to ensure smooth integration across all event stages
- **Crafted documentation systems** for operations, from production playbooks to training SOPs

Ent. Operations Supervisor, Marquee Events 2012 - 2017
NBCUniversal Universal City

Led daily operations for major entertainment venues and flagship events.

- **Led daily operations for show venues with high-quality execution and guest experiences**
- **Managed union crews** and enforced safety protocols, achieving **zero safety infractions**
- **Developed and launched training programs** that improved employee engagement by **42%**
- **Coordinated logistics, creative strategy, and execution**, including sourcing unique elements and coordinating vendor supply acquisition to enhance the event experience

SPECIAL PROJECTS

Riot Games Esports Arena EMEA
Berlin, Germany

Directed the build and launch of a state-of-the-art broadcast and live event facility for Riot Games, pioneering technology integration with AWS and hybrid production tools to elevate live and digital attendee experiences. Cultivated strategic partnerships with sponsors such as Kia, Samsung, Red Bull, and LG.

- **Integrated Remote Broadcast Center** and tech-enabled workflows, achieving a 21% reduction in operational costs and a 37% improvement in staff efficiency
- **Implemented multi-platform audience interactions**, with a 20% increase in live engagement
- **Enhanced viewer experience** by 24% through real-time interactive features and immersive, technology-driven content

ESPN's Apex Legends at the X-Games
US bank Stadium, Minneapolis, MI

Executive Producer for full production lifecycle of this marquee esports event, from concept to broadcast. Directed logistics, creative teams, vendors, athletes, and key talent, amplifying viewership, boosting brand visibility, and reinforcing ESPN's leadership in esports.

- Increased APEX esports visibility by over500K viewers via the inaugural ESPN App
- Emmy-Nominated for "Best Esports Broadcast" 2019

Wizarding World of Harry Potter Launch
Universal Studios Hollywood, California

Supported pre-production, rehearsals, casting, creative licensing,transition plan for daily operations, and budget tracking. Coordinated logistics and managed vendors & talent.

- Achieved 100%+ capacity attendance
- Increased overall park ticket sales by 18% YoY

STRENGTHS & SKILLS

Event Management

Strategic Planning
Large-Scale Event Portfolio Strategy
Audience Engagement Strategy
Hybrid Event Transformation
Multi-Stage Event Execution
Festival/Convention Management
Guest Experience Design

Production & Operations

Budget Management
Financial Planning
Broadcast Facility Management
Technical Production Direction
Safety & Compliance Oversight
Union & Labor Management
Sourcing & Procurement
Executive Presentations

Creative & Innovation

Creative Strategy
Experiential Content Innovation
Digital/Live Integration
Content Programming
Brand Integration Strategy
Sponsorship Activation
Talent & Artist Relations

Team Leadership

Cross-Functional Team Development
Collaborative Leadership
Executive Stakeholder Management
Vendor/Partner Relationships
Production Team Scaling
Process Documentation & Training
Sponsor and Client Management
KPI Development & Tracking

CERTIFICATION

Event Design
Event Design Collective

Project Management
UC Berkeley

Change Management
UC Berkeley

Agile Facilitation
ICAgile

SOFTWARE & TECH

Event Management
Cvent · ShowPro · Registration Systems ·
ShoFlo · Eventify · Farmer's Wife · Whova ·
Ticketmaster · StudioBinder

Production Tools
QLab · Vectorworks · Autocad ·
Lighting/Audio Systems · Automation ·
Flight Systems · Video · Projection ·
ProTools · Remote Broadcast · Isadora ·
Cloud Technology · SFX/Pyro · Dante ·
OBS/Streaming · SMPTE/MIDI

Enterprise & Business Systems
Salesforce · CRM · Asana/Trello/Jira ·
Marketo · HubSpot · SAP · Oracle ·
Microsoft Office · MS Project · ClickUp ·
AWS · Google Productivity Suite · Airtable ·
Teams · Slack · SharePoint · OneDrive ·
Microsoft Dynamics · Azure

Creative Platforms
Adobe Creative Suite · PowerPoint · Keynote ·
Digital Asset Management · Ikonic ·
Content Management Systems ·
Miro/Lucidchart · SketchUp

AFFILIATIONS

Producers Guild of America

Actors Equity Association

Project Management Institute

LANGUAGES

English	Native	●●●●●
Spanish	Intermediate	●●●●●
German	Intermediate	●●●●●
Japanese	Beginner	●●●●●