

Malcolm M. Bordelon

Malcolm Bordelon was named Publisher of the Silicon Valley Business Journal in January 2015. As Publisher he manages all operations for the SVBJ including editorial, advertising and corporate partnerships, audience development, marketing, events, production and finance.



Prior to being named Publisher, Bordelon was with Sharks Sports & Entertainment (SSE) and the San Jose Sharks for 20 years, serving for 17 of those years as executive vice president of business operations. In his role with the Sharks, Bordelon oversaw all business operations for the organization including ticket sales and service; corporate partnerships, suite sales and hospitality, broadcasting, marketing and digital media, event presentation, media and public relations as well as fan development. He also oversaw business operations for the Worcester Sharks, the club's American Hockey League affiliate. As a member of Senior Management, he was also involved in review and pursuit of new business opportunities for SSE.

Bordelon played an integral role in the planning and launch of the Sharks updated logo for the 2007-08 season as well as the team's 20th anniversary marks for 2010-11. He also worked closely with Reebok/CCM and the NHL to develop and coordinate the launch of re-designed Sharks uniforms in 1997, 2007 and 2013 and directed the concept, design and implementation of the Sharks alternate "black" jersey. He served as the team's primary contact and coordinator with the NHL for: * The 1997 All-Star Game held in San Jose * The Sharks two-game series vs. the Calgary Flames in Tokyo, Japan in 1998 * The Sharks 2010-11 season opening games in Stockholm, Sweden vs. the Columbus Blue Jackets and an exhibition match vs. the Mannheim Eagles at SAP Arena in Mannheim, Germany.

The Sharks made significant gains in corporate partnerships under Bordelon's direction, including the naming of HP Pavilion at San Jose - later transitioned to SAP Center, the club level of the facility as the Comerica Bank Club and Citrix Suites. During his tenure with the organization, numerous Bay Area high-tech companies have made their first forays into sports sponsorship with the Sharks and other SSE properties.

Prior to the Sharks, Bordelon served in key positions with the Indiana Pacers, Cunningham & Walsh advertising and Ogilvy & Mather Advertising. Bordelon was named to the board of directors for Association for Corporate Growth, Silicon Valley in August 2015. Previously, he was named to the initial steering committee of the San Francisco Bay Area Chapter of the National Sports Marketing Network. He has served on the board of the San Jose Downtown Association and as SJDA president in 1998 and 1999; Silicon Valley Chamber of Commerce and other boards. He is a member of the

American Leadership Forum-Silicon Valley, (Class XVIII), a nonprofit organization dedicated to building a better Silicon Valley community by joining and strengthening leaders to serve the public good.