

## Michael Forde

*Vice President of Corporate Partnership Sales, Orlando Magic  
Chairman*



Michael Forde is currently in his tenth season with the Orlando Magic and was promoted to vice president of corporate partnership sales in July 2012.

Forde is responsible for establishing strategies targeted to bring new corporate clients to the organization. He is instrumental in identifying new revenue streams that provide the organization an opportunity to grow our relationships both with our corporate client base and develop ways for them to engage with our fans. He also oversees a sales team dedicated to finding marketing solutions for local, regional and national companies seeking an affiliation with the Orlando Magic brand and the Amway Center.

Forde began with the Magic as a partnership development manager and was later promoted to assistant director of corporate partnerships during the summer of 2008. He was then promoted to director of corporate partnerships in August of 2009.

Prior to joining the Magic, Forde and his wife owned and operated Players Sports Marketing, an event management and marketing firm specializing in youth sports.

A native of Philadelphia, Pa., Forde earned his bachelor's degree from the University of Delaware. He and his wife, Vivian, reside in Lake Mary and have three children, Tina, Kevin and Kory.

