

Don Orth

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Global Product Marketing Leader | AI Platforms, GTM, and Sales Enablement

Product marketing and go-to-market leader with 20+ years translating complex technology into clear market narratives, customer proof, launch programs, and scalable enablement. Experience spans OpenAI, Apple, and Calbright College, leading AI storytelling, positioning, executive communications, product adoption programs, customer interviews, community programs, and cross-functional GTM initiatives. Strong fit for AI platform and services marketing: comfortable turning technical workflows into buyer-ready stories, connecting product and field insight, and building materials sales teams need to win.

Core Strengths

Product Marketing | Positioning and Messaging | AI and Technical Storytelling | GTM Launches | Sales Enablement | Customer Case Studies | Competitive and Market Insight | Product Adoption | Voice of Customer | Product + Services Narratives | Executive Communications | Cross-Functional Leadership | Metrics and Operating Cadence

Experience

OPENAI

Senior Product Marketing Manager, Education | Mar 2026 - Present | San Francisco, CA

- Lead GTM campaigns, customer storytelling, and strategic marketing programs for OpenAI's global education vertical, partnering across product, partnerships, sales, policy, communications, design, and field teams.
- Define vertical messaging, positioning, vision narratives, and audience frameworks that translate complex AI capabilities into compelling outcomes for institutional leaders, practitioners, and ecosystem partners.
- Build website content, vision decks, keynote materials, launch assets, executive briefings, and customer-facing narratives that align product strategy, market story, and customer proof.
- Interview customers and develop stories that turn real-world AI workflows into high-value assets for web, campaigns, sales materials, executive audiences, and field conversations.
- Develop sales programs and executive briefing initiatives that support deal acceleration by equipping leadership and field teams with sharper narratives, proof points, objection responses, and customer-facing materials.
- Manage social channel strategy for education storytelling, increasing LinkedIn followers by 33% in two months and Substack subscribers by 25% in two months.
- Built a Codex-powered derivative content engine recognized internally as a strong cross-functional resource, enabling content to be created once, evaluated for best-fit formats, and reused across channels with greater speed and consistency.
- Develop customer advisory boards, customer community programs, and lab-style feedback forums to build trust, generate content, and create stronger product feedback loops.
- Actively use Codex and other AI tools to increase efficiency, develop nuanced content, evaluate message resonance, and prototype AI-native marketing workflows.

APPLE

Senior Program Manager | Worldwide Product Marketing Manager, Education | Apr 2014 - Feb 2023 | Cupertino, CA

- Led worldwide product marketing and platform narrative for Apple Education, a multi-billion-dollar business spanning K-12 and higher education.
- Defined long-term vision, market positioning, and customer value narratives for learning innovation, translating evolving technology capabilities into launch priorities, field strategy, and executive-facing stories.
- Built and launched Apple Teacher Learning Center, now Apple Education Community, a global enablement platform serving 1M+ educators in 17 languages and deepening platform adoption at scale.
- Directed major launches and strategic programs across engineering, marketing, retail, and regional sales, aligning cross-functional teams around shared messaging, timelines, and execution.
- Produced executive briefings, strategic narratives, launch materials, and customer-facing stories for government, enterprise, and academic leaders, contributing to approximately 85% conversion into multimillion-dollar partnerships.
- Led Apple's strategic return to ISTE, building immersive experiences that engaged 20,000+ educators annually and elevated platform innovation through customer-facing storytelling and demonstrations.
- Partnered with Gallup, SRI, Apple University, and external agencies on thought-leadership campaigns, research-backed narratives, and enablement experiences that strengthened market credibility.

CALBRIGHT COLLEGE

VP, Customer Success, Innovation & Growth Programs | Mar 2023 - Mar 2026 | State of California

- Executive leader responsible for customer success, innovation, program development, learner engagement, and platform adoption at a statewide digital education institution serving adult learners.
- Led a 50-person organization spanning customer success, program management, learning design, career services, student life, employer relations, and platform innovation.
- Introduced a build-test-scale operating model integrating analytics, customer feedback loops, and agile delivery to improve adoption, decision-making, and organizational responsiveness.
- Sponsored AI-focused innovation initiatives, including a tools competition that generated hundreds of submissions to build practical AI tools for education and learning.
- Built programs and experiences that improved engagement and outcomes through stronger storytelling, more relevant customer journeys, community-based support, and scalable content.
- Drove a 25% increase in course completion through redesigned journeys, affinity-based communities, proactive study support, and stronger alignment across teams.
- Partnered with product and engineering to launch a React-based learner portal, reducing time-to-completion by approximately 50%.

HILLBROOK SCHOOL

Director of Technology & Strategic Partnerships | Jan 2011 - Apr 2014 | Los Gatos, CA

- Helped position the school as a national model for technology-enabled learning through strategic partnerships, storytelling, and visible innovation programs.
- Designed one of the world's first 1:1 iPad programs and helped turn it into a reference point for peer institutions nationwide.
- Organized and led a network of 100+ schools and education leaders, creating a community around innovation, product adoption, and technology-enabled learning.

CATE SCHOOL

Director of Communications and Marketing | Jun 2006 - Jun 2011 | Carpinteria, CA

- Led brand strategy, editorial direction, and multi-channel communications to strengthen market positioning and community affinity.
- Supported a \$65M capital and endowment campaign through coordinated messaging and development communications.

Education

Harvard Graduate School of Education | EdM, Teaching & Curriculum

Vermont College | MFA, Creative Writing

Tufts University | BA, English Literature, Pre-Health Track

Selected Tools and Skills

Product Marketing | Messaging Frameworks | Launch Planning | Sales Enablement Assets | Customer Story Development | Executive Briefings | Thought Leadership | AI Tools including Codex | Market and Customer Research | Product Feedback Loops | Asana | Confluence | Tableau | CRM, CMS, LMS, and Web Platforms