

Josh Orth

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Content strategist | Editor | Storyteller

PROFESSIONAL EXPERIENCE

Thoma Bravo (\$170B AUM, software-focused private equity) | 2025–2026

Senior Vice President, Communications and Marketing

- Served as strategic writing partner to managing partners and firm leadership, translating complex investment theses on AI and software markets into op-eds, speeches and executive content
- Drove the editorial calendar (long-form papers, blog posts, social, video), building an integrated multi-channel program
- Built editorial workflows across teams, integrating AI tools to improve content quality, speed and scalability
- Grew Thoma Bravo's LinkedIn audience, achieving organic growth of 22,000+ followers in eight months, with 3.6M impressions and a 9% average engagement rate

Voya Investment Management (\$377B AUM, asset management) | 2022–2025

Content Manager

- Ghostwrote and edited market outlooks, investment commentaries and long-form papers for senior portfolio managers, building their visibility with institutional consultants and intermediary distribution partners
- Created content tied directly to product launches and AUM-retention campaigns, working alongside distribution teams to translate positioning into materials that supported client acquisition and advisor engagement
- Designed the content integration playbook for Voya IM's acquisition of AllianzGI's US business, unifying two marketing teams' workflows, brand voices and publishing cadences under a single strategy

Allianz Global Investors (€653B AUM, asset management) | 2016–2022

Content Manager

- Built AllianzGI's first global content program across EMEA, APAC and the Americas — a multi-format editorial operation covering articles, whitepapers, social and video that put senior investment voices in front of audiences worldwide
- Spearheaded content strategy for global campaigns, ensuring alignment with business priorities and localizing content approaches across key markets

Editorial Director | 2007–2016

- Led a team of writers, editors and external freelancers producing timely product and marketing content across digital, social, email and print channels
- Created content aligned to sales cycles and RFP processes, working alongside product and distribution to deepen engagement with institutional consultants and intermediary gatekeepers

EDUCATION

B.A., Writing and Literature — The New School, New York

SKILLS, AWARDS, ACTIVITIES & INTERESTS

Skills: Claude, ChatGPT, Gemini, Writer AI & other AI models | LinkedIn publishing and analytics | Google Analytics | WordPress | Hootsuite | Canva

Awards: Gramercy Institute: 20 Rising Stars in Financial Marketing (2012) | Financial Communications Society Portfolio award-winner

Community: Shatterproof (fundraising and volunteer support) | Ecumenical Hunger Program (organic gardening volunteer) | Menlo Fire Community Emergency Response Team

Interests: Camping in California state parks | Homemade pizza | Year-round vegetable gardening | DIY furniture