

Don Coyner

Don Coyner worked at Microsoft for 23 years in marketing. Don helped design the Xbox brand as the Director Marketing for Xbox. As development of the Xbox 360 gained steam, his role expanded to include user experience. Later, he became the general manager of entertainment design.

Don is a graduate from Northwestern, he worked in food advertising and radio before a position at Nintendo of America from the late 1980s to the mid-1990s. His time there shaped his work at Microsoft. Coyner worked on Skype in the U.K., marketed online services like Cortana and One Note and helped ship hardware in the 1990s.