Caitlyn Craft

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SUMMARY

Technology leader with a versatile skill set and a passion for learning. Excels in leading or collaborating within cross-functional teams, driving business outcomes while fostering team well-being. Craves purpose-driven work that has a clear and traceable impact.

EXPERIENCE

Genentech, South San Francisco, CA, 2020 - Present

Senior Learning Technologist responsible for building digital engagement toolsets and experiences for approximately 5,000 learners to increase operational efficiency, user engagement, user satisfaction, and ultimately sales profitability. Influences CMS, LMS, LRS, LXP, and overarching IT strategy across the matrixed Commercial organization. Serves as principal product manager over LXP development (10+ APIs) across Commercial's digital transformation roadmap, collaborating globally via Roche.

Stanford University, Stanford, CA, 2014 - 2020

Director of Graduate Technology and Communications dedicated to the technology, communication, and digital learning initiatives surrounding the Stanford graduate education experience. Deployed large-scale web applications relating to course, fellowship, and event management all of which leveraged Stanford's SSO, HRIS, and infosec policies. Led a multifaceted team composed of full-time, student, and contract employees with service impact to over 20,000 users.

Texas A&M University, College Station, TX, 2012 - 2014

Web Communications Specialist responsible for designing, implementing, and maintaining a web presence of 10+ subdomains of tamu.edu, including the flagship Mays Business School website.

EDUCATION

Stanford University: Technical Program Management, CE, 2026 | Product Management, CE, 2025 | Manager Academy, 2017
Texas A&M University: Certificate in Project Management, 2013
University of Houston: B.S. Computer Information Systems, Cum Laude, 2010

SKILLS

Adaptability, Empathy, Influence, Leadership, Product Management, Strategic Planning