Stanford



Sara Worrell-Berg

Director, Stanford Web Services, Stanford Web Services

Bio

BIO

Sara Worrell-Berg is the Director of Stanford Web Services (SWS), an in-house UX, design, and web development team in Client Experience & Solutions (CXS) in University IT. As Director, Sara draws on 20+ years of experience in consulting and team leadership to guide clients through digital transformations. She aims to bring insight, creativity, and empathy to every interaction as SWS creates smart and scalable plans to transform clients' websites and applications.

Sara joined Stanford in 2011 as the first manager of SWS. Since then, she has partnered closely with communications and web teams, building lasting relationships and a track record of devising solutions to benefit the broad campus community. From day one, SWS created a culture of innovating and evolving as campus needs changed, creating the Stanford Sites Drupal CMS in 2011 and moving to the cloud in 2017, and then to Drupal 8 in 2020; forming a UX research and design team in 2016; and releasing the Storyblok CMS with Netlify hosting in 2021. In 2023, SWS launched its first decoupled Drupal services.

Sara coordinates the Stanford Web Leaders community of practice and is a senior member of the national Ivy+ Web Roundtable. She is a 2010 ITLP graduate. Prior to joining Stanford, Sara spent a decade at the University of Chicago as leader of the Web Services team.

CURRENT ROLE AT STANFORD

Director of Stanford Web Services (SWS) in University IT. SWS provides web strategy, user experience research and design, development, and support services to Stanford University academic and administrative departments.

EDUCATION AND CERTIFICATIONS

- Certificate, PeopleCert Group , ITIL Foundation Certificate in IT Service Management (2011)
- Certificate, IT Leaders Program (MOR Associates) (2010)
- Bachelor of Arts, University of North Carolina at Chapel Hill , Journalism and Mass Communication

PROJECTS

- ADAPT - University IT at Stanford University
- Web Content Management Program, 2019-2021 - University IT (September 1, 2019 - present)
- Stanford Sites Drupal 8 service - University IT (March 1, 2019 - present)
- Stanford Sites 2.0 - Stanford University
- Stanford Sites Jumpstart

- Stanford Drupal on Anchorage - Stanford University (September 1, 2014 - September 30, 2019)

LINKS

- LinkedIn: http://www.linkedin.com/pub/sara-worrell-berg/1/13a/2ab/
- Stanford Web Services: https://webservices.stanford.edu
- Stanford Sites: Drupal content management platform: https://sites.stanford.edu
- Stanford Sites: User Guide: https://userguide.sites.stanford.edu

Professional

PROFESSIONAL INTERESTS

Design thinking, creativity, leadership, coaching, content strategy, project management, agile, Drupal

SKILLS AND EXPERTISE

Information Technology

- Accessibility
- Collaboration
- Communication
- Content Management
- Customer Relationship Management (CRM)
- Leadership
- Project Management
- Remote Work/Mobility
- User Experience (UX)
- Websites

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Session planning committee volunteer, DrupalCon Minneapolis (annual national conference) (2020 - 2020)
- Member and Conference Co-Chair (2009; 2013), IvyPlus University Web Roundtable (2004 - present)
- Committee member and volunteer, Stanford Drupal Camp (2012 - present)
- Member, Stanford Web Leaders (2011 - present)
- Mentor, University IT Mentoring Program (2016 - present)
- Volunteer, Stanford IT Unconference (2013 - 2013)
- Committee member and volunteer, Stanford IT Unconference (2012 - 2012)
- Participant, IT Leadership Program (2010 - 2010)

Publications

PRESENTATIONS

- Creating order out of chaos - Stanford Web Camp 2022 (May 6, 2022)
- Stanford Sites Drupal 8 Tour and Best Practices - Stanford University (April 6, 2020)
- Panel: Creating a successful service roadmap for a higher ed web team - 2018 Stanford Drupal Camp (April 6, 2018)
- How to Make Your RFP Awesome - Stanford Web Camp 2019

- Stanford Sites Jumpstart for VPSA - VPSA Communicators Group (October 10, 2017)
- State of the Web 2016 - Stanford Communications Working Group (3/11/2016)
- Drupal 8 and the future of Stanford Sites - Stanford Web Camp 2019
- State of Drupal at Stanford - 2015 Stanford Drupal Camp (April 10, 2015)
- Drupal Revolution in The School of Humanities And Sciences - 2015 Stanford Drupal Camp (April 10, 2015)
- Stanford Sites Jumpstart: an inside look at SWS product development for Stanford - 2015 Stanford Drupal Camp (April 10, 2015)
- State of the Web 2014 - Stanford Communications Working Group (November 18, 2014)
- Essential website tools at Stanford - 2014 Stanford Techie Festival (August 19, 2014)
- Scaling with products: Jumpstart and Jumpstart Academic - 2014 Stanford Drupal Camp (April 18, 2014)
- Intro to Stanford Sites Jumpstart - 2013 Stanford Drupal Camp