

Stanford



Sara Worrell-Berg

Director of Stanford Web Services, Stanford Web Services

Bio

BIO

I joined Stanford University in September 2011 to lead the talented new web design and development team at Stanford Web Services (SWS). We create sophisticated, accessible, and mobile-responsive websites for university clients. Also, SWS is responsible for the development and operations of the Stanford Sites Drupal content management platform. My job is to help the team connect with our community and establish a strong strategy for our service and Stanford Sites, and to engage clients and help them build a solid approach to web communications. I'm responsible for the staff development and financial management of our service as well.

Prior to joining Stanford, I led a similar web studio for the University of Chicago. Starting as a web designer in 2001, I eventually led the department as Director of Web Services for over two years, partnering with high-profile clients such as the Office of College Admissions, Alumni Relations and Development, and University Communications. Our 26-member technical team offered website, application and mobile development services and managed the main university web and mobile presence. My job was to lead business development and innovation teams on new ventures, such as enterprise portal and content management services, web and application hosting, and mobile content strategy.

In the early days of the web, I designed award-winning new media stories for The Dallas Morning News and the Chicago Tribune. Hand-coding HTML on my Power Macintosh G3 and working the graveyard shift in a dirty newsroom... it's still some of the most fun work I've ever done.

CURRENT ROLE AT STANFORD

Director of the Stanford Web Services team - a collaboration between IT Services and University Communications to provide web design and development 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

- Stanford Sites Jumpstart

PERSONAL INTERESTS

Reading, cooking, gardening

LINKS

- Stanford Sites: Drupal content management platform: <https://sites.stanford.edu>
- SWS Blog: <https://swsblog.stanford.edu>
- Stanford Web Services: <https://webservices.stanford.edu>
- LinkedIn: <http://www.linkedin.com/pub/sara-worrell-berg/1/13a/2ab/>

Professional

PROFESSIONAL INTERESTS

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

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- 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

- 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