

CASSIDI GOLL (she/her)

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Versatile, goal-oriented program manager with 5+ years of experience supporting the strategic direction of large-scale programs, delivering high-impact written content, and building scalable processes. Skilled in implementing an organization's vision, cultivating relationships, and building proactive teams. Motivated to exceed organizational goals by delivering value-based messaging and exercising solid judgement and diplomacy in fast-paced environments.

EXPERIENCE

Stanford University Department of Surgery | Stanford, CA

Research Operations & Program Manager, Technology Enabled Clinical Improvement (T.E.C.I.) Center | August 2021 – Present
Marketing Coordinator & Researcher, Technology Enabled Clinical Improvement (T.E.C.I.) Center | January 2018 – August 2021

Management, Leadership, and Stakeholder Communication

- Manage a team of 7 engineers, postdoctoral researchers, and surgical residents in establishing the overall direction for research activities focused on the use of sensor technology and machine learning to quantify surgical performance
- Lead management of 15+ concurrent research projects including protocol development, data organization, and results reporting throughout the lifetime of a project
- Spearhead exchange of technical information by leading meetings and serving as a liaison to senior management, cross-functional programs, schools and external organizations such as sponsors and government agencies
- Control center's \$7 million dollar research budget including forecasting and reconciliation, to formulate strategic recommendations
- Recruit, schedule, and run data collection for thousands of participants in multiple research studies
- Take point on designing survey instruments, overseeing participant/stakeholder interviews, and conducting discourse analysis

Technical Writing and Content Creation

- Evaluate and interpret collected study data to write high-impact manuscripts and produce compelling presentations
- Drive strategy for manuscript writing approach, manage content quality, and maintain final editing rights
- Prepare an annual impact report for the research center using KPIs such as sponsored research funding acquired, manuscripts generated, abstracts submitted, and completion of quality improvement projects
- Present research findings at local and national healthcare conferences and develop an ongoing pipeline of content on key research trends for use across various audiences
- Compose reports of research findings, illustrating data graphically and translating complex findings into written text
- Prepare study-related documentation, such as protocol worksheets, procedural manuals, adverse event reports, institutional review board documents, and progress reports
- Illuminate stories from Stanford leadership using interview practices and social media to foster engagement
- Design and maintain web content and craft proposals in response to solicitations from the donor relations office
- Pioneered a community-based participatory research program by managing the dissemination of preventative breast health education initiatives in underserved communities using a sensor-enabled breast exam training program reaching over 2,000 women in the Bay Area
- Produce video projects that bring awareness to research activities and boost engagement in data collection efforts

Staff Lead, Justice, Equity, Diversity & Inclusion (JEDI) Council, Department of Surgery | May 2020 – Present

- Created and implemented broad diversity and inclusion strategies reaching all 500+ members of the Department of Surgery that resulted in a more integrated and sustainable approach to ensuring an inclusive and highly engaged environment
- Drafted and disseminated culturally inclusive presentation guidelines for all departmental speaking engagements
- Conducted qualitative analysis of DEI survey data from 200+ participants to recommend enhancements for workplace culture

Intuitive Surgical Foundation | Sunnyvale, CA / Remote

Independent Consultant, Global Surgical Training Challenge | September 2020 – April 2021

- Created open-source modules to make simulation-based surgical training more accessible in resource-constrained settings
- Developed a literature review strategy to deliver high-quality, academically grounded content

10 Newtons, Inc. – Surgical Data Science Startup Company | Menlo Park, CA / Remote

Program Manager | October 2019 – Present

- Collaborate with C-Suite to track KPIs of individual projects and provide a clearer understanding of the big picture
- Partner with consulting firms to prepare evidence-based content for proposals to government-funded agencies
- Create detailed roadmaps and schedules to complete projects in a timely fashion
- Secure board members, write bylaws, oversee regulations, and manage legal affairs for 10 Newtons Foundation

VP of Marketing | May 2017 – October 2019

- Respond to requests for information from the media and write press releases to promote business plan
- Establish and maintain cooperative relationships with representatives of the community and surgical society groups

- Arrange public appearances, lectures, and exhibits for clients to increase product and service awareness
- Consult with advertising agencies to arrange dynamic branding and promotional materials

University of Wisconsin School of Medicine and Public Health | Madison, WI

Marketing Specialist, Simulation and Engineering for Surgical Education (SEnSE) Lab | February 2017 – December 2018

- Create visual representations to communicate key trends in qualitative and quantitative data analysis
- Design and edit promotional publications, such as one-pagers, infographics, and blog articles
- Manage special events, such as research showcases, and respond to requests for information about research activities

University of Wisconsin Organ and Tissue Donation

Volunteer Coordinator | March 2015 – May 2017

- Evaluate the work of volunteers to ensure that programs are of appropriate quality and that resources are used effectively
- Prepare and maintain records and reports, such as budgets, personnel records, and training manuals
- Establish and maintain relationships with other healthcare and nonprofit organizations to meet community needs, determine program directions and goals, and ensure that efforts are not duplicated
- Represent organization in speaking at trade shows and at driver's education classes, to grow the organ donor registry

EDUCATION

University of Wisconsin – Madison | Madison, WI | May 2017

B.A. in Journalism, Strategic Communications & Public Relations; Certificate in Entrepreneurship

Visiting Scholar, Danish Institute for Study Abroad, International Marketing and Strategic Communications, January – May 2016

COMMUNITY SERVICE

Leadership Coach and Volunteer Guest Lecturer

Braven | San Jose, CA | November 2020 – Present

- Teach a three-credit, 16-week course at San Jose State University to a cohort of ~10 first-generation, BIPOC, and low-income students on professional skills and independent thinking
- Provide mentoring and guidance as a career coach and confidante for personal support
- Prepare students to enter the workforce by advising and providing guidance on a competitive case capstone project, where students to solve real-world business problems posed by Bay Area companies

Board President & Youth Mentor

San Francisco City of Dreams | San Francisco, CA | June 2020 - Present

- Draft and edit policies related to board compliance and formulate strategic short- and long-term goals in partnership with the Executive Director focused on ending the generational cycle of poverty in San Francisco's Bayview Community
- Serve as a messaging expert to communicate the organization's impact for the purpose of securing funding, volunteers, mentors, and corporate partnerships
- Coordinate life skills activities, provide psychosocial and academic support as a reliable and open-minded youth mentor

HONORS & AWARDS

- **Diversity, Equity & Inclusion Award**, March 2021, Stanford Medicine Department of Surgery
- **Academic Excellence Award**, May 2016, Strategic Communications Program, Danish Institute for Study Abroad
- **Carol Scaife Memorial Scholarship**, September 2016, Wisconsin Healthcare Public Relations & Marketing Society

TRAININGS

- **Design Research: Creating New Products and Market Success**, Stanford University Continuing Studies, Spring 2020
- **Unconscious Bias Training**, Stanford University Department of Surgery, Summer 2020
- **The Exceptional Leader: A Framework for Successful, Fulfilling, and Impactful Leadership**, Stanford University Continuing Studies, Winter 2021

SKILLS

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| • Academic Manuscript Writing | • Media Planning | • Oracle Financial Management |
| • Copywriting and Copyediting | • Writing Press Releases | • Adobe Experience Manager |
| • Project Management | • Sensor Fabrication | • WordPress |
| • Grant Writing | • Event Planning | • Social Media Platforms – Twitter, Facebook, YouTube |
| • Storyboarding | • Adobe Creative Cloud | • Microsoft Office Suite |
| | • Video Editing | |