

William Cracraft

Communications & Strategic Engagement Leader



William Cracraft is a strategic storyteller who helps elite organizations define their voice and amplify their impact. With a career spanning over two decades across the federal courts, Silicon Valley's top schools, and technology innovators, he specializes in taking dense, high-stakes information and turning it into clear, compelling narratives that resonate with diverse audiences. William has a unique ability to build trust, influence stakeholders, and shape institutional messaging in environments where precision, leadership, and strategic insight are essential.

Most recently, William served as a Communications Specialist for the U.S. Ninth Circuit Court of Appeals, the largest federal circuit in the country. In this role, he acted as a trusted advisor to federal judges and court clerks, helping them navigate the delicate balance between public interest and legal protocol. Beyond managing media inquiries, he led the development of the Court's modern digital presence, growing the LinkedIn following from 1,800 to over 18,000 in three years. He was the primary writer for the 60-page annual report and established the first media framework adopted across all 17 districts, directly enhancing organizational visibility and influence.

Before his time with the federal courts, William spent 14 years at The Harker School, a world-renowned preparatory institution. As Managing Editor for News and Information, he directed teams producing award-winning content, including a magazine that earned three MarCom Platinum Awards, and launched Harker News Online, a platform publishing over 300 articles annually. His work ensured that the school's achievements and strategic initiatives were communicated effectively to parents, donors, alumni, and the broader public, reinforcing institutional reputation and engagement.

Early in his career, William worked in the fast-paced world of Silicon Valley technology. He documented the development of the first consumer tracking system at Compaq/Tandem and developed public relations campaigns for startups like SkyPilot Networks. These experiences sharpened his ability to translate technical and specialized knowledge into accessible, high-impact messaging, while also honing his skill in guiding teams and projects under complex, high-stakes conditions.

A journalist by training with a degree from San Francisco State University, William also holds a specialized certificate in Technical and Professional Writing. He is certified in Standardized Emergency Management Systems and Public Information. His approach is simple: even the most complex organization is made of human stories. By uncovering and telling those stories with clarity and precision, he helps institutions transform complex information into their most powerful strategic asset.