SARAH STAUFFER, PhD

Content & Curriculum Leader | Scaled Learning at Labster | Building & Teaching with Claude

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Content and curriculum leader with a PhD in Biochemistry (ETH Zurich) and 10+ years building science education that learners and educators love. As Head of Content at Labster I scaled my team from 25 to around 70 across four disciplines and owned a catalog of ~250 STEM simulations, driving measurable learning outcomes (89% knowledge gains, NPS 20→70+, $1M+ budget, $47M Series B support). I measure how well content teaches, qualitatively and quantitatively, and turn pedagogical goals into engaging, scalable learning across written, video and interactive formats. Today I build and teach with Claude every day: I shipped dokita, a documentation app now in pilot, run an AI training practice focused on closing the confidence gap, and build my own Claude skills and agentic workflows. A lifelong learner, energized by working at the frontier of technology.

CORE COMPETENCIES

Content & Curriculum

- Content strategy & roadmap
- Curriculum & instructional design
- Multi-format production (written, video, interactive)
- Learning measurement (qual & quant)
- Editorial quality bar & OKRs

Learning & UX

- Learner & educator-facing products
- Pedagogical & instructional design
- User research & interviews
- UI/UX design & usability testing
- Wireframing & prototyping

Leadership

- Team leadership & scaling (25→70)
- Agile / Scrum methodologies
- Stakeholder management
- Series B due diligence
- Budget ownership ($1M+)

TOOLS & METHODS

Claude (Code, Cowork), custom Claude skills, agentic workflows, OpenAI Codex, Perplexity, Jira, Confluence, Asana, Miro, Figma, Unity, GitHub

LANGUAGES

German (Native)
English (Proficient)
Danish (Intermediate)
French (Basic)

PUBLICATIONS

6 peer-reviewed articles including Nature Communications, PNAS, Journal of Virology, and PLoS Pathogens.

Topics: virus entry mechanisms, influenza A uncoating, HCV replication, HIV-1 budding, adenoviral vector engineering, endosome maturation.

EDUCATION

Ph.D. Biochemistry

ETH Zurich | 2011–2014

- Thesis: Dissecting Influenza A virus

EXPERIENCE

Founder & Product Lead

dokita (own SaaS startup), St. Gallen | 2025 – Present

- Founded and built dokita, a child-development documentation app for Swiss daycares, from idea to a live pilot with its first customer, developed end-to-end with Claude
- Cut documentation time by ~80% (about 2 hours per teacher each week) for the first daycare using it
- Owned the product solo: needs discovery, competitive and market analysis, pricing, and development with LLM-based agentic workflows through to rollout

Founder — AI Training & Enablement

Independent, St. Gallen | 2025 – Present

- Teach beginners, especially women, to use Claude with confidence in hands-on courses, closing the AI confidence gap
- Build custom Claude skills and agentic workflows, and produce gamified beginner tutorials that teach people to use Claude

Strategic Advisor

Lailix, St. Gallen, Switzerland | Jun 2025 – Present

- Strategic advisor to Swiss companies on applied AI: use-case discovery, feasibility, roadmaps and hands-on prototyping

Senior Product Manager | Platform

Labster Inc., Zurich, Switzerland | Jan 2023 – Jun 2025

- **Drove NPS from 20 to 70+ and learner-reported confidence to 90%** by leading UX research and redesigning core simulation workflows on a Unity-based immersive learning platform
- Defined product strategy and KPIs for a new platform serving 3M+ students, translating complex scientific simulation requirements into engineering specs
- Ran customer discovery and user research programs to validate product-market fit for science education products
- Managed cross-functional backlog prioritization across engineering, design, and content teams to deliver within scope and timeline

Product Manager | Platform

Labster Inc., Copenhagen, Denmark | Jan 2021 – Dec 2022

- Led WCAG 2.2 accessibility compliance initiative, expanding addressable market to institutions with accessibility mandates
- Managed integration of interactive features enabling Labster's Anatomy and Physiology simulation package, a key revenue driver

Head of Simulation Content Development

Labster Inc., Copenhagen, Denmark | Jan 2019 – Dec 2020

- **Scaled my team from 25 to around 70 as Head of Content**, across four disciplines (science, engineering, QA and game design), to meet the post-COVID surge in online learning, planning the reorg, hiring profiles, onboarding and content strategy, and led the team through that transformation
- **Supported Series B due diligence resulting in $47M funding**: built business cases,

uncoating. Methods: automated imaging, siRNA & drug screening, confocal & live-cell microscopy

M.Sc. Infectious Diseases

Heidelberg / Oxford | 2008–2010

market analysis, and product roadmaps for investor review

- Direct budget ownership exceeding $1M annually; set quarterly OKRs and managed team recruitment, development, and compensation

Project Manager & Scientific Learning Design Lead

Labster Inc., Copenhagen, Denmark | Feb 2016 – Dec 2018

- Managed remote team of 12 scientific coordinators delivering 6 custom VR and WebGL simulations for US and UK university partners, and contributed to the first online VR biology degree, built with Arizona State University and Google
- Co-authored the four-volume “Labster Virtual Lab Experiments” series with Springer, a first-of-its-kind collaboration bridging ed-tech and academic publishing

Postdoctoral Researcher

University of Zurich, Dept. of Biochemistry | Jun 2015 – Feb 2016

- Structural characterization of Vaccinia virus and HER2 using cryo-electron microscopy: end-to-end computational workflow: sample preparation, image acquisition, MATLAB-based 3D reconstruction

Research Fellow

Nagoya University, Structural Biology Research Center, Japan | Feb 2015 – Jun 2015

- Collaborative training in freeze-edge electron microscopy techniques for structural biology applications