

## Micro-Influencer Campaign

# Caitlin Kalinowski



## Meet Caitlin Kalinowski

Caitlin Kalinowski (who also goes with CK) is a globally recognized leader in hardware engineering, celebrated for more than a decade of groundbreaking work at Reality Labs, Meta. Over her 11-year tenure, she guided the AR Hardware team and, previously, the VR Hardware group—driving innovations behind major consumer products such as the Meta Quest 2, Touch controllers, Oculus Rift, Go, and Rift S. Her earlier career at Apple saw her serve as a technical lead on the Mac Pro and MacBook Air and contribute to the creation of the first unibody MacBook Pro, cementing her influence on the evolution of modern computing hardware.

Beyond her corporate achievements, CK has spent the past five years on the Board of Directors for Axon, supporting the company's mission to cut firearm-related deaths between police and the public by 50% before 2033. She also lends her expertise as a strategic advisor to Lesbians Who Tech, the largest global LGBTQ professional community and the premier women's tech conference. Her leadership combines deep technical expertise with a strong commitment to equity and representation in the workplace.

A graduate of Stanford University with a BS in Mechanical Engineering, CK is a dedicated advocate for diversity in technology. She champions the belief that product innovation thrives when shaped by a broad range of perspectives and experiences, and she actively works to expand opportunities for women and underrepresented minorities in engineering, design, and technology leadership.

Today, CK heads hardware and robotics engineering at OpenAI, where she is focused on advancing the next generation of physical AI.

## Industry:

**Robotics, AI, Consumer Tech, Inclusive Design**





## The Challenge

Despite CK's groundbreaking work as an engineer with tech giants she wanted to be known more for being the empathy-first, systems-level leader she had evolved into.

### She needed to:

- › Establish her identity beyond Big Tech
- › Elevate her voice in leadership, inclusion, and design ethics
- › Position herself as a changemaker driving responsible AI and hardware innovation



## Anti-PR® in Action: Where Disruption Meets Results

JOTO PR Disruptors™ developed a bold **Anti-PR campaign** through one of our trademarked **Anti-PR** algorithmic and **SÔMÊ (social media)** campaigns, engineered to reposition CK as a multidimensional thought leader with global relevance.

### The strategy was designed to:



#### Align her media narrative

with her mission for ethical,  
inclusive tech



#### Showcase her unique role

at the intersection of hardware,  
leadership, and social impact



#### Cultivate a personal brand

that could live independently  
of her employers' reputations





## How *Anti*-PR Flipped the Situation

We didn't just shift the narrative; we rebuilt it from the ground up. From “engineer at big tech” to architect of ethical innovation.

We redefined her public identity.

- > We delivered 16 high-impact media placements that reframed CK as a powerhouse of ethical innovation—positioning her achievements in digital product development and steadfast leadership as the springboard for initiatives that inspire girls and women in tech worldwide. Her influence extended beyond the sector, with growing third-party credibility elevating her as a leading executive who cares about and exemplifies visionary, principled leadership. **Integrated Messaging** that aligned public perception with CK's mission for equity and empathy in tech.
- > **Publicity-Driven Thought Leadership:** High-value press releases and targeted stories to reach decision-makers, future collaborators, and diverse talent pools.
  - 62% Mid-Tier niche features that landed her squarely in front of insiders who move markets.
  - 38% High-Tier designed to scale credibility, and build grassroots influence.
- > **Social Media Amplification:** Extending the life and reach of each media placement through curated content that built credibility and consistency across platforms.
- > **Video PR Assets:** Authentic, visual storytelling that helped her audience connect with CK as a human, a leader, and a movement-maker.

## Summary

*Over the course of one-and-a-half years, JOTO PR Disruptors strategically transformed Caitlin Kalinowski's public identity from a behind-the-scenes engineer at Big Tech to a globally recognized architect of ethical and empathetic innovation—amplifying her voice, aligning her narrative with her mission for equity in technology, and opening doors to greater influence in AI, robotics, and inclusive design. We do this because leaders like CK drive transformative change—building technologies and cultures that shape a better, more equitable future—and they should be championed on platforms that reach and inspire the world.*

[www.caitlinkalinowski.com](http://www.caitlinkalinowski.com)