

Jerry A. “Drew” Craig

Drew Craig joined the Department of Veterans Affairs (VA) in 2016. He served as the Deputy Director of VEO’s Benefits Experience Directorate until 2022. He has since served as Division Chief for the Tools and Implementation Directorate’s Communication Division and as the Operations Chief for the Enterprise Measurement & Design Directorate. Drew also completed a detail as the Associate Director for Customer Experience (CX) in VBA’s Strategic Program Management Office in 2022. Drew now serves as the Enterprise Measurement and Design Directorate’s Chief Design Officer.

Drew has led many successful CX projects across VA to include the initial development and annual publication of the VA Welcome Kit, development and revision of the Own the Moment CX curriculum and the creation of multiple Quick Start Guides.

Before assuming his current duties, Drew was the Chief of Operations of the VA’s Southeast District, Veterans Experience Office (VEO) and the VEO Relationship Manager (RM) for the state of Georgia. As Chief of Operations, Drew was responsible for planning and orchestrating Veteran Experience operations across the district and supervised a 3-person team conducting operations in Georgia.

Prior to joining VA, Drew led the Counterintelligence and Insider Threat and the National Security Information programs for the Centers for Disease Control and Prevention (CDC). He has decades of leadership experience having led organizations ranging in size from 10 to more than 1,500 people.

Drew served 27 years in the U.S. Army and retired as a Command Sergeant Major. He completed multiple operational deployments to countries around the globe including multiple tours in Iraq. Drew also served as the Provost Sergeant Major for the U.S. Army’s Pacific Rim covering a geographic region from Alaska to Japan. His military service culminated with his assignment as the Command Sergeant Major of the 720th Military Police Battalion during the surge of American troops to Iraq in 2008-2009.

Drew is a native Georgian. He holds an MBA and is a graduate of multiple Army and Joint Service leadership and technical academies. His wife of 33 years, the former Judi Mazzarella, is herself a veteran. He and his wife have three sons (two of which are Veterans), one grandson, and reside in Kennesaw, GA.