

Melissa
DINWIDDIE

Keynote Speaker & Innovation Strategist

CREATE
The impossible™



Melissa Dinwiddie, M.Soc.Sci., is an innovation and culture strategist who helps leaders and teams turn the "impossible" into reality—by embracing imperfection and using play as a tool for bold thinking and faster breakthroughs. Her Create the Impossible™ framework—Play Hard, Make Crap, Learn Fast—helps high-performers tap into their creativity, navigate uncertainty, and spark real momentum. A former professional artist and Juilliard-trained performer, Melissa brings a refreshingly human, deeply practical approach informed by her work with teams at Meta, Google, Salesforce, and beyond.



Popular Topics

- **Creating the Impossible: Unleashing Innovation Through Play, Imperfection, and Rapid Learning** (Keynote; innovation & culture)
- **Leading & Thriving in the Age of AI** (Interactive; human + AI collaboration)
- **Communicating for Influence™: A Taste of the Toolkit** (Interactive; improv-based communication skills)

Melissa can speak virtually or in-person, and specializes in interactivity.



Testimonials

"The feedback from attendees was exceptional, with many describing it as one of the favorite sessions of the day."

-Anup Deshpande, PMI SF Bay Area

"Melissa delivered one of the best presentations I've seen in a long time... I could've stayed in that session for hours."

-Jamie Jurgaitis, MBA, AMA New Jersey

"You totally wowed the room. I received a number of comments about how valuable it was... And on top of all that - it was fun!"

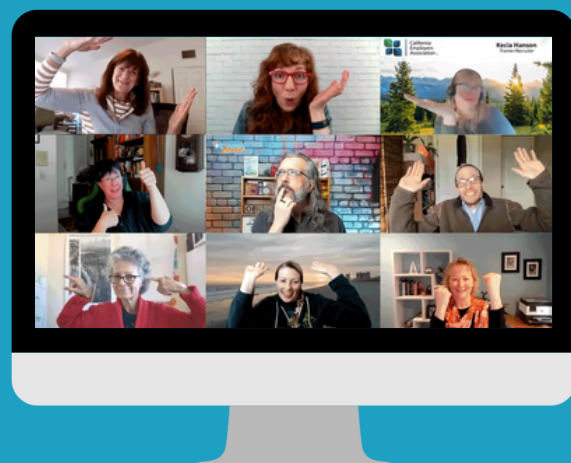
-Lisa Van Dusen, Executive Director,
Palo Alto Community Fund

"A rare gift: bridges the analytical and imaginative worlds... real tools and models leaders can apply immediately."

-Emmanuel Hyppolite, CAPM, MBA

"Instantly energized the room. Her engaging style got everyone participating."

-Patricia Simeons, PMP, CPHIMS



Let's connect!

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