



Melissa  
DINWIDDIE

INNOVATION STRATEGIST  
& KEYNOTE SPEAKER

## Short Bio (~75 words)

Melissa Dinwiddie is an innovation strategist and keynote speaker who helps analytical, skeptical teams build innovation as a daily practice — not a value they declare and then struggle to act on. Using her Create the Impossible™ framework — Play Hard, Make Crap, Learn Fast — she works with leaders at tech and SaaS companies to create cultures where bold thinking becomes the norm. She's worked with teams at Meta, Google, Salesforce, Uber, and beyond, and is the author of *Innovation at Work* (Pluralite Press, 2026).

## Medium Bio (~175 words)

Melissa Dinwiddie is an innovation strategist and keynote speaker who helps leaders at mid-to-large tech and SaaS companies turn an innovation mandate into an innovation practice. Her Create the Impossible™ framework — Play Hard, Make Crap, Learn Fast — was designed specifically for the analytical, skeptical teams who are convinced they're not creative. Because that's exactly who needs it most.

Melissa's keynotes are immersive, interactive experiences that blend storytelling, science, and hands-on activities. Audiences don't just listen — they participate, surprise themselves, and leave with tools they can use on Tuesday morning. The numbers back this up: 94% of attendees find her talks valuable, and 96% say they'd see her speak again.

Her background includes work with teams at Meta, Google, Salesforce, and Uber, and she has delivered sessions for SHRM, PMI, AMA, and Stanford. She studied dance at Juilliard, spent 15 years as a professional artist in Silicon Valley, performed as a jazz singer/songwriter and musical improviser, and is the author of *Innovation at Work: 52 Micro-Experiments for Brave Leaders* (Pluralite Press, 2026).

# Long Bio (~325 words)

Melissa Dinwiddie is an innovation strategist and keynote speaker on a mission to change how organizations think about innovation – from a value they post on the wall to a practice they build into daily work.

Most organizations declare innovation as a value, then hand their leaders a mandate and leave them to figure it out alone. Melissa shows them how to actually build it – using a framework designed specifically for the analytical, skeptical teams who are convinced they're not creative. Because, as she puts it: "*Innovation isn't a value. It's a practice.*"

Her Create the Impossible™ framework – Play Hard, Make Crap, Learn Fast – gives teams a systematic way to generate bold ideas, break the endless polishing cycle, and build the psychological safety that makes risk-taking possible. The result: less stagnation, faster decisions, more ideas that actually ship, and a culture where bold thinking becomes the norm rather than the exception.

Melissa's keynotes are immersive, interactive experiences that blend storytelling, science, and hands-on activities. Audiences don't just listen – they participate, surprise themselves, and walk away with tools they can use immediately. Post-event survey data backs this up: 94% of attendees find her talks valuable, and 96% say they'd see her speak again.

Her background includes work with teams at Meta, Google, Salesforce, and Uber, and she has delivered sessions for organizations including SHRM, PMI, AMA, Stanford, and Freshworks. She studied dance at Juilliard, spent 15 years as a professional calligrapher and visual artist in Silicon Valley, and has performed as a jazz singer-songwriter and musical improviser. That creative foundation – and the skepticism she once had about her own creativity – is exactly what shaped a framework built for people who don't think they're creative either.

She is the author of *Innovation at Work: 52 Micro-Experiments for Brave Leaders Who Want to Unstick Teams, Spark Ideas, and Build What's Next* (Pluralite Press, 2026) and *The Creative Sandbox Way™*.