

# 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 that's resonated with teams at Meta, Google, Salesforce, and beyond.

Meta



UBER

Cricut

Google

INTUIT

## Keynote Topics

- **Creating the Impossible:** Unleashing Innovation Through Play, Imperfection, and Rapid Learning
- **Playfully Human:** Reclaiming Creativity in the Age of AI
- **Unlocking Leadership Through Art:** Where Doodles Meet Boardrooms

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



## Testimonials

"I have already seen my team using these tools in their day to day work. Melissa was easy to work with, and knows how to design and facilitate an impactful program. I have already recommended her to my colleagues at Facebook, and will continue to do so."

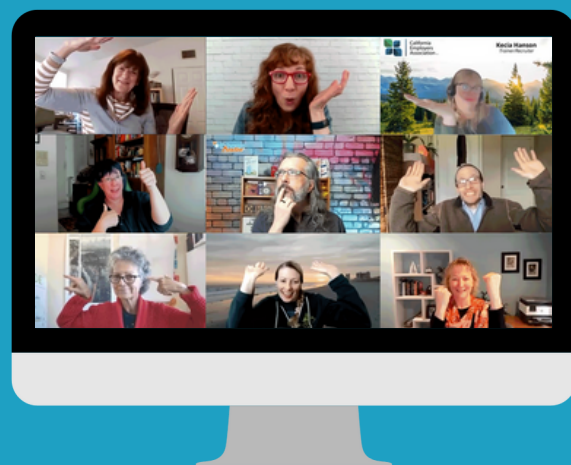
*Carly Rush, Research Manager, Meta*

"You totally wowed the room... You truly made every minute count in the brief time allotted. 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*

"Melissa brings an irresistible energy to any stage she's on. Her message rings true, her music connects, and her spark is contagious."

*Patti Digh, NYT Best Selling Author*



## Let's connect!

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