



Vidya Dinamani · 2nd

Chief Product Officer / Product Coach / Author of Groundwork / Co-Founder of lash.live

San Diego, California, United States · 500+ connections ·

[Contact info](#)



Product Rebels



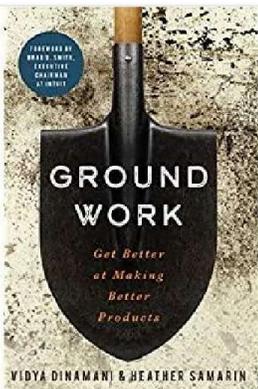
Carnegie Mellon University

**Providing services**

Management Consulting, Business Consulting, Executive Coaching, Leadership Development, Product Marketing, Market Research, Pricing Strategy, and Training

[See all details](#)

Featured



Launched Nov 2020  
[amazon.com](https://www.amazon.com)



Product Rebels - YouTube  
[youtube.com](https://www.youtube.com)



Tools & 1  
Groundwo

Groundwork: Get Better at Making Better

Fight for your customers' right to a kick-ass

Download

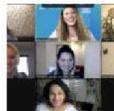
## Activity

4,799 followers



**We're rooting for you Rebecca!**

Vidya commented



**so fun hanging with you all!!**

Vidya commented



**Not too late to join tonight's #GeneralAssembly event sponsored b...**

Vidya shared this

30 Reactions • 2 Comments



**We had a lot of fun talking to Chad McAllister, PhD from about being...**

Vidya shared this

22 Reactions

[See all activity](#)

## Experience



### Founder & Partner

Product Rebels

2016 – Present · 5 yrs

Greater San Diego Area

We work with product leaders, founders and product teams (at all levels) to fundamentally change the way they work to make fast, impactful and effective customer-driven decisions with measurable outcomes. We do this through our signature training curriculum - 3 hours per week for six weeks to transform the way product teams work.

In addition, we help company's of all sizes, and executive teams around the world establish innovation teams & world-class practices through practical, hands-on workshops and coaching. We have a unique 6-week "Design Thinking for Product Managers" work ...see more

### Chief Product Officer / Co-Founder

Lash.Live

Oct 2018 – Present · 2 yrs 7 mos

San Diego, California, United States

Lash.Live is a live action selling platform. We enable sellers and shoppers to connect on a dynamic, connected platform. We have over 30k+ shoppers that love the incredible community we've built over the past two years. Our sellers have a new (additive) revenue stream, and they love connecting directly with their buyers. We're making shopping fun again!



## Founder & Partner

adastra.ventures

Jan 2018 – Present · 3 yrs 4 mos

Greater San Diego Area

adastra.ventures serves to help scale and grow female-led startups through applying a proprietary curriculum. We invest in our portfolio businesses and pay particular attention to enabling female leaders to thrive through our frameworks and curriculum.

[...see more](#)



## Mitchell International

4 yrs 2 mos

- **VP, Innovation & Design**

Jan 2014 – Oct 2015 · 1 yr 10 mos

San Diego

Established and grew Innovation team to focus on new growth products, and developed Innovation Framework, Metrics and Process. Accountable for design for portfolio of company products.

- **VP, Product Management & Marketing**

Sep 2011 – Dec 2013 · 2 yrs 4 mos

San Diego

Led team of 25 Product Managers, Marketing managers, Business Analysts, Program, Project, Technical Managers. Responsible for agile transformation, product vision/roadmap, new partner integrations, segmentation & pricing.



## Intuit

10 yrs 10 mos

- **Director, Product & Customer Experience Development**

Nov 2006 – Aug 2011 · 4 yrs 10 mos

Lead cross-functional product development for TurboTax online and desktop products, as well as social and mobile applications.

- **Director, Business Operations**

Nov 2004 – Oct 2006 · 2 yrs

Established business operations team – consolidating business analysis, technology operations and business intelligence functions.

[Show 3 more roles](#) ✓

[Show 2 more experiences](#) ✓

## Education

### **Carnegie Mellon University**

Masters, Business Administration and Management, summa cum laude

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### **Victoria University of Wellington**

BS, Physics

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## Licenses & certifications

### **Instructor**

LUMA Institute

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### **Net Promoter Associate**

Satmetrix

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## Volunteer experience

### **Lead Organizer**

Product Tank San Diego

Jan 2017 – Present • 4 yrs 4 mos

Created local chapter of ProductTank, and have grown community to over 1500 people that are involved in products. I lead the volunteer organization, solicit companies as hosts for the bimonthly events, bring together speakers and help connect people to product-related opportunities.

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### **President of Board / CCA Foundation**

Canyon Crest Academy

Jul 2020 – Present • 10 mos

Education

The Canyon Crest Academy Foundation is a non-profit organization dedicated to realizing CCA's educational programs and priorities through financial, volunteer and community support.

The mission of the Canyon Crest Academy Foundation is to enrich the experience of every student, every day.

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## Mentor

GrowthMentor

Sep 2020 – Present • 8 mos

Science and Technology

GrowthMentor is a platform that offers 1-1 calls with expert, experienced mentors.

[Show 4 more experiences](#) 



