



Vidya Dinamani (She/Her) · 2nd
Chief Product Officer / Product Coach / Author of Groundwork /
Co-Founder of lash.live / Board Director



Talks about #womenfounders, #womeninvestors, #productmanagers,
#productmarketfit, and #productmanagement
San Diego, California, United States · [Contact info](#)

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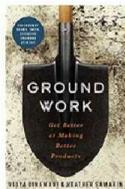
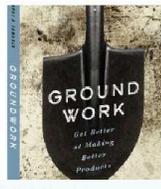
4 mutual connections: Tatiana Mulry, Janelle Briggs, Ph.D. (she/her), and 2 others

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Providing services

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Featured

<p>Link</p>  <p>Launched Nov 2020 amazon.com</p>	<p>Link</p>  <p>Product Rebels - YouTube youtube.com Fight for your customers' right to a kick-ass customer experience! Get simple tips, tools, and advice from tenured product executives (your Rebel Leaders.) ...</p>	<p>Link</p>  <p>Tools & Templates Groundwork Download tools and templates from the book.</p>
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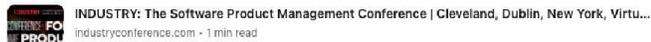
Activity

5,218 followers

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Vidya Dinamani posted this · 3w

I'm really happy to share that we're speaking at Industry: The Product Conference, next month! It's been quite some time since we've been at any conference, or even any large meeting...so this is really going to ...show more



41

[Show all activity →](#)

About

I thrive on helping teams build great products, and providing immediate, practical guidance and support for product leaders, teams and founders.

We started Product Rebels because we saw a need for durable product training. Too many times wher ...see more

Experience

 **Founder & Partner**
Product Rebels
May 2016 - Present · 6 yrs 5 mos
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 measural ...see more

 **Founding Partner**
adastra.ventures · Part-time
Jan 2018 - Present · 4 yrs 9 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 fem ...see more

 **Chief Product Officer / Co-Founder**
Lash.Live · Part-time
Oct 2018 - Present · 4 yrs
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 t ...see more

 **Member Board Of Directors**
GroupSolver, inc.
Mar 2020 - Present · 2 yrs 7 mos
San Diego, California, United States

 **Member Board Of Directors**



Sash Group Inc.
Mar 2021 - Present · 1 yr 7 mos
United States

Sash is a wonder bag that turns their customers into fantastically loyal fans.

Show all 16 experiences →

Education



Carnegie Mellon University
Masters, Business Administration and Management
Grade: summa cum laude



Victoria University of Wellington
BS, Physics

Volunteering



Lead Organizer
Product Tank San Diego
Jan 2017 - Present · 5 yrs 10 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 ev ...see more



Mentor
GrowthMentor
Sep 2020 - Present · 2 yrs 1 mo
Science and Technology

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



Mentor
Techstars
Jan 2019 - Present · 3 yrs 10 mos

Show all 6 volunteer experiences →

Licenses & certifications



Instructor
LUMA Institute



Net Promoter Associate
Satmetrik

Skills

Cross-functional Team Leadership



Endorsed by John Moran and 13 others who are highly skilled at this



Endorsed by 2 colleagues at Product Rebels



99+ endorsements

Strategy



Endorsed by Rich Preece and 9 others who are highly skilled at this



Endorsed by 3 colleagues at Product Rebels



99+ endorsements

Leadership



Endorsed by Sue Jordan Kertzner and 2 others who are highly skilled at this



Endorsed by 3 colleagues at Product Rebels



87 endorsements

Show all 35 skills →

Recommendations

Received

Given



Skyler McCurine · 3rd

Financial Advisor Development Program Trainee & Founder of Le Red Balloon, Pay Negotiation & Advocacy Coach, Speaker, Emcee, Trainer
September 11, 2017, Skyler worked with Vidya on the same team

I had the immense pleasure of speaking on a panel that Vidya was leading. We were a diverse group of female business owners—the ubiquitous thread being our gender. Vidya demonstrated a clear talented in threading complex topics, humans, and experiences together. Her questions were thoughtful, specific, and well-researched. Moderating a panel, is always a challenge, moderating a panel of that ci ...see more



Zack Zackrison · 3rd

VP Product Management & Chief Product Owner, Employee Financial Solutions (EFS)
March 26, 2015, Zack reported directly to Vidya

Vidya is a tremendous leader and had immediate impact when she joined to lead the Product Management and Marketing teams at Mitchell. She has infectious enthusiasm that motivates teams to do their best and she knows how to build great products that delight customers and help grow businesses.



Lisa O. · 3rd

People Experience Content Manager
April 9, 2012, Lisa reported directly to Vidya

I feel blessed to have had Vidya as my director at Intuit. She is hands down the most inspirational and creative leader I've ever worked with. She has the enviable ability to understand many facets of a business, including technology, strategy, operations, support, marketing, and even front-end design. Vidya can nimbly switch between them all and provide great insights and invaluable advice. ...see more

Show all 12 received →

Publications

Groundwork: Get Better at Making Better Products

Product Rebels · Nov 10, 2020

Show publication ↗

Driven to create a better way to bring new products and features to market, product management experts Vidya Dinamani and Heather Samarin developed an easy-to-implement framework to help product teams ge ...see more

Patents

Method and system for performing a financial rewind

US 8732055 · Issued May 20, 2014

A computing device of a user, including a processor, a memory, an electronic organization application comprising software instructions stored in memory and executed on the processor to store a plurality of activities ...see more

Intelligent tax refund allocation

US 8510187 · Issued Aug 13, 2013

A tax refund amount is determined or received at an intermediate computer operably connected to tax authority and user computers. The user computer and a tax preparation program are used to prepare an electro ...see more

Interpreting refund discrepancies

US 56463676 B1 · Issued Jun 11, 2013

See patent

In general, in one aspect, the invention relates to a method, system, and computer readable medium for interpreting discrepancy codes. The invention comprises obtaining, by an intermediary system, tax inf ...see more

Show all 9 patents →

Causes

Children · Civil Rights and Social Action · Economic Empowerment · Education · Human Rights · Poverty Alleviation

Interests

Influencers Companies Groups Schools



Indra Nooyi · 3rd
Former CEO of PepsiCo. Author of 'My Life in Full'
1,384,181 followers



Fred Reichheld · 3rd
Bain Fellow, Author/Speaker on Loyalty, Creator of the Net Promoter System
154,921 followers

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