



# Spoonful!

**Deepa Krishnan** · 3rd

Founder and CEO of Spoonful

Spoonful · Princeton University

San Francisco, California, United States · [Contact info](#)

500+ connections

## Experience



### Founder and CEO

Spoonful

Mar 2018 - Present · 4 yrs

San Francisco Bay Area

Helping people on special diets discover and share the best new foods.  
Food is medicine. [...see more](#)



### Founder and CEO

Incremental

Feb 2017 - Feb 2018 · 1 yr 1 mo

San Francisco Bay Area

We launched a team-based holistic health app - on Slack.



### Vice President of Product

Datanyze Inc.

Aug 2016 - Feb 2017 · 7 mos

San Francisco Bay Area

Acquired by ZoomInfo



### Vice President of Product

Demandbase

Feb 2012 - Jul 2016 · 4 yrs 6 mos

Product owner for Demandbase advertising, data and API solutions. Responsible for product strategy and management (including related business-development, intellectual property, and privacy matters). [...see more](#)



### Researcher/Collaborator

The Wiseman Group

Jan 2012 - 2016 · 4 yrs 1 mo

San Francisco Bay Area

Helped Liz Wiseman, bestselling author of "Multipliers", to research and edit her next book - "Rookie Smarts":  
<https://www.amazon.com/Rookie-Smarts-Learning-Beats-Knowing/dp/006232263X>

[See all 11 experiences](#)