



Srinivas Rao is the author of the WSJ Bestselling book *The Art of Being Unmistakable* and his next book *Unmistakable: Why Only is Better Than Best* is due out August 2016.

He regularly speaks with audiences about creating work that's so distinctive that it makes your competition irrelevant, productivity, creativity and digital storytelling. His work has been featured on the *CBS Sunday Morning Show*, *USA Today*, *The Blaze* and *Wall Street Journal*. He was a keynote speaker for Podcast Movement 2014 and has spoken at *Social Media Marketing World*, *New Media Expo*, *Misfit Conf*, and The Green Township School District.

He's also the founder of *The Unmistakable Creative Podcast* where he's interviewed more than 600 creative professionals including entrepreneurs, best-selling authors, venture capitalists and artists. Today the show has a global audience and over 500 5-star reviews in iTunes.

Srini Rao

### Speech Topics

- ▮ Inspiration
- ▮ Customer Experience
- ▮ Creativity & Innovation

