



Srinivas Rao

Host and founder of The Unmistakable Creative Podcast and author of *Unmistakable: Why Only Is Better Than Best*

Srinivas Rao is the author of the *WSJ* Bestselling book *The Art of Being Unmistakable* as well as *Unmistakable: Why Only is Better Than Best* (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 has presented keynotes to a wide variety of organizations 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 600 5-star reviews in iTunes.

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