

# MICHAEL STRAUB

Author, Speaker, Innovation Strategist



## ABOUT THE AUTHOR

Michael Straub is an author, artist, and technology professional whose work sits at the intersection of creativity and problem-solving. He studied Fine Art at the School of Visual Arts in New York and has spent over a decade working in enterprise technology, helping organizations translate complex systems into practical, human-centered solutions.

Alongside his professional work, he maintains a studio practice influenced by the Italian Renaissance, with a focus on observation, experimentation, and material exploration.

## BOOK OVERVIEW

Leonardo on Innovation examines how Leonardo da Vinci actually worked—not as a mythic genius, but as a practitioner of curiosity, iteration, and relentless exploration.

Drawing from Leonardo's notebooks and process, the book translates his methods into a modern context, showing how innovators across business, technology, and design approach complex problems without clear answers.

Rather than presenting rigid systems, the book offers a way of thinking grounded in observation, experimentation, and the ability to connect ideas across disciplines.

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## SPEAKING & MEDIA TOPICS

- Innovation without a blueprint
- Observation and curiosity as practical tools
- Creativity in business and technical environments
- From idea to execution: the role of iteration
- The myth of genius and how high performers actually work

## WHY THIS WORK RESONATES

- Connects historical insight to modern business and technology
- Practical approach to creativity and innovation
- Bridges analytical thinking and creative process
- Relevant to organizations, teams, and individuals navigating complexity

## AVAILABILITY

Michael Straub is available for:

- Podcast interviews
- Speaking engagements
- Workshops and corporate sessions
- University lectures and guest teaching
- Bookstore talks and events
- Radio and print features

## MEDIA ASSETS AVAILABLE

- High-resolution author headshot
- Book cover image
- Additional photos upon request

## LINKS

- Website & Reader sample: <https://michaelstraub.com/>

## CONTACT

Michael Straub

- [michael@michaelstraub.com](mailto:michael@michaelstraub.com)
- <https://michaelstraub.com>