

Michael RUTSTEIN

A Force for Innovation

Observing opportunities for excellence comes easily to Mike Rutstein.

He inspires others with his entrepreneurial spirit, his relentless passion to build new products, and his signature approach to driving business. Mr. Rutstein thinks outside of the box, shakes the branches, and changes the game.

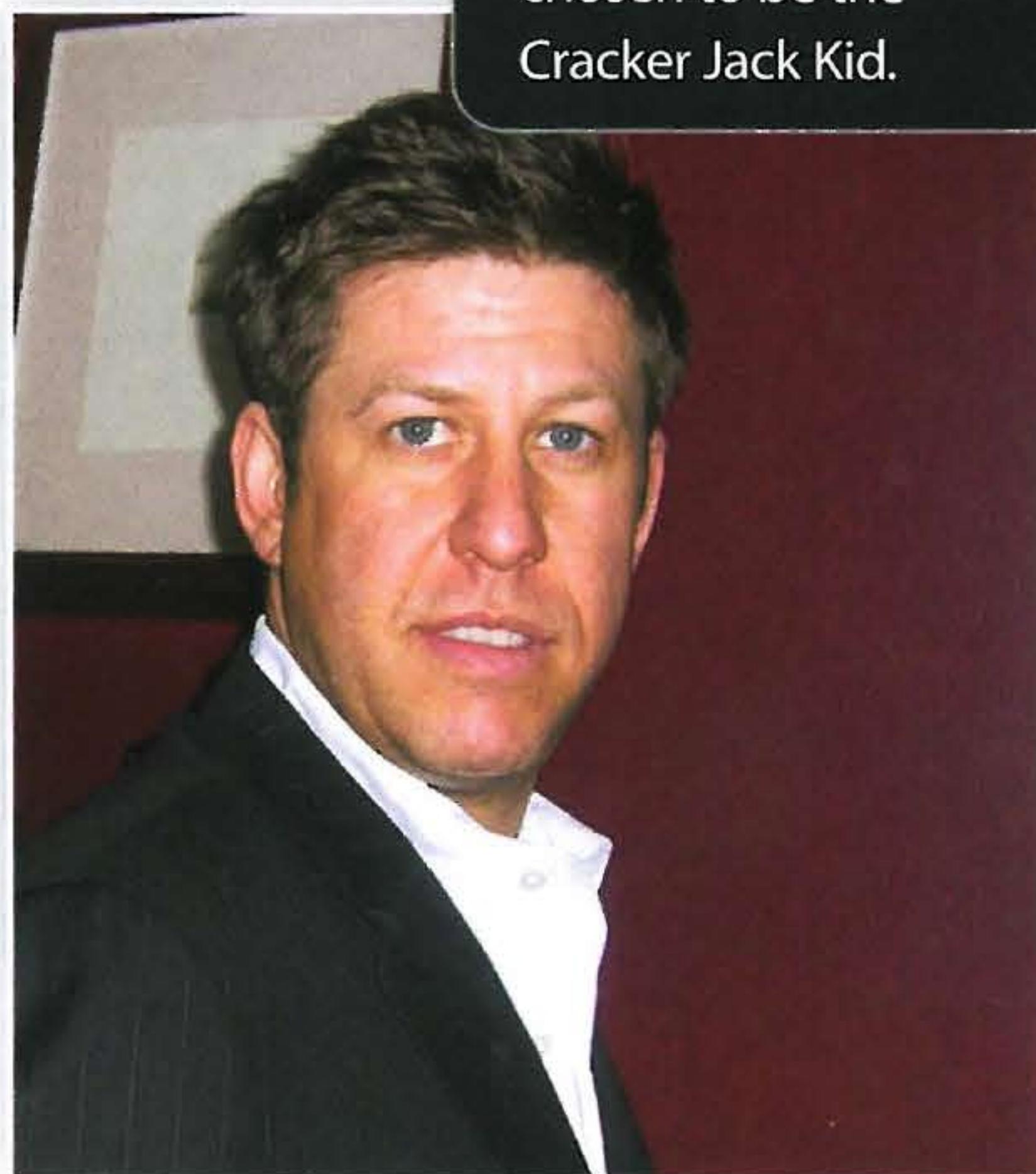
He combines his vast healthcare industry experience, which ranges from large to small organizations, with a unique ability to shift between the strategic and tactical, conceptual and tangible.

A leader in creating innovative approaches to healthcare communications, Mr. Rutstein's no-excuses philosophy and commitment to uncovering the driving insights for marketing brands are what make his agency's creative unique. He is relentless in his desire to overthrow tradition and buck the norm.

Mr. Rutstein can make assessments of key

Did You Know?

In a college advertising class, Mike Rutstein was chosen to be the Cracker Jack Kid.



Mike Rutstein has been an inspirational leader to both the people who work for him as well as his contemporaries, inspiring them to push the envelope, to be the best they can be, and to never settle.

insights, people, and audience dynamics and, in so doing, quickly articulate the problem and provide meaningful solutions.


Solutions-oriented and not afraid to make

hard decisions, Mr. Rutstein established a new agency model in Strikeforce Communications, which has gained considerable industry traction, acceptance, and praise. Strikeforce has pioneered a different way for clients to engage in best-in-class solutions through a flexible, efficient, nimble set of agency partnerships.

Mr. Rutstein continuously pushes to deliver provocative work through his new open source agency business model, which he believes will change the shape of the traditional agency world. He is a true brand champion with a dedication to great creative that never waivers.

His philosophy of pairing the agency talent with the clients' needs fosters not only the right chemistry to deliver the best thinking and creative product, but in the end delivers the best business results with optimal efficiency.

Mr. Rutstein maintains we live in an era of paradox, with more at our fingertips in terms of technology and intellectual property than ever before, yet the industry struggles to innovate, adapt, and adopt new ways of doing business.

An excellent leader with a direct and purposeful communication style, Mr. Rutstein raises the bar for others, enabling his colleagues to address their clients in the most efficient and effective way possible. 



RELENTLESS. ICONOCLASTIC.

NAME: Michael S. Rutstein

CURRENT POSITION: Founder and CEO, Strikeforce Communications LLC

DATE AND PLACE OF BIRTH: Aug. 16, 1969; Springfield, Mass.

EDUCATION: B.S., advertising, Syracuse University, S.I. Newhouse School of Public Communications

FIRST JOB: Selling watches at It's AboutTime

FIRST INDUSTRY-RELATED JOB: Market research assistant, Sudler & Hennessey

ALTERNATIVE PROFESSION: Fiction writer

PROFESSIONAL MENTORS: Barry Siegel

PROFESSIONAL ASSOCIATIONS: Young Entrepreneurs Organization; Children First

AWARDS AND HONORS: Nominated AdAge 40 under 40; Best Consumer Healthcare Agency; PharmaVOICE 100 twice; Agency Vision Award Finalist; Most unique campaign, back to back award for Alcon; Most Compelling Campaign, Alcon; Best Drug Launch, Gold; Best Consumer Print, Silver; Best Website Finalist, Best Consumer Campaign Finalist; Best Integrated Campaign Finalist; Best TV finalist

GIVING BACK: Children First; ASPCA; Make A Wish

WORDS TO LIVE BY: Think different

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