



Pediatric Home Service Biography

Michael A. Ruhs
Director of Corporate Communications

Michael A. Ruhs joined Pediatric Home Service (PHS) in 2005 as director of corporate communications. Ruhs is a member of the senior management leadership team and is responsible for planning, developing, and directing all corporate communications and marketing communications activities to maintain and expand the corporate brand and promote the sales of company products and services.

Ruhs has more than fifteen years experience in marketing and communications. Prior to joining PHS, Ruhs served as account director for DKY Advertising, Minneapolis. There he led several agency account teams including Cargill AgHorizons, General Mills Bell Institute of Health and Nutrition, and Pediatric Home Service. He oversaw all strategic planning direction and execution of long-term integrated marketing communications and creative for clients.

Before DKY, Ruhs held senior account management positions at advertising agencies, Colle & McVoy Marketing Communications, Inc. and Riley Hayes Advertising, where he was team leader for several business-to business and consumer products accounts.

Prior to his agency career experience, Ruhs served as marketing communications manager at Interactive Technologies, Inc., St. Paul, Minn., a wireless security systems manufacturer. He was also a communications project leader and copywriter for Cray Research, Inc., Eagan, Minn. Ruhs spent time as a consulting marketing communications executive for DataCard Corporation; Honeywell, Inc.; and Microsoft Corporation.

Ruhs earned a bachelor of science degree from the University of Minnesota.