



Mike Bulthaus
Senior Director, Communications
ALSAC/St. Jude Children's Research Hospital
Executive MBA Class of 2014

Mike Bulthaus is a marketing and communications professional with more than 15 years of experience counseling industry-leading brands in corporate, nonprofit and agency settings. Mike currently serves as Senior Director of Communications for ALSAC, the fundraising and awareness organization of St. Jude Children's Research Hospital. There he is responsible for development of communications strategies and plans to drive St. Jude's brand awareness and fundraising efforts, as well as day-to-day oversight of a 20-plus member communications department comprised of public relations, corporate communications and patient outreach teams.

Before joining ALSAC/St. Jude, Mike worked for more than five years at Anheuser-Busch in St. Louis. There he rose to Senior Director of Marketing Communications, responsible for all PR efforts in support of U.S. brands that included Budweiser, Bud Light, Stella Artois, Michelob ULTRA and more. He managed PR activation of properties that included FIFA World Cup, Olympic Games and the Super Bowl, and provided strategic counsel in response to challenges facing the company's marketing and sales activities. Prior to that, Mike spent more than seven years at global communications consultancy Fleishman-Hillard, where he helped guide proactive communications and marketing efforts catering to high school athletes, coaches and other influencers for PepsiCo's Gatorade brand.