

Bridging Science and Creativity: A Discussion with Rico Viray '79, Chairman and Global CEO of The Bloc

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Remsen Hall, Room 100



In 2000, **RICO VIRAY** co-founded The Bloc, a leading global health-communications agency, with his partner Susan. The Bloc represents Viray's entrepreneurial spirit and vision for building a place where the most talented individuals from the arts and sciences come together to collaborate and create innovative work. Viray's strengths come from the diversity of his experience and the extent of his curiosity. Trained as a physiologist, he has extensive experience in basic science and clinical research. He worked as associate medical director for Pharmacia and led the AmFAR community-based clinical research group during the HIV/AIDS crisis in the 1990s. He transitioned to healthcare marketing and communications in the early 2000s and has contributed to the launches of several life-changing therapies. Viray majored in biology at Queens College and received his master's degree in physiology in 1981 from Loyola University Chicago.

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