

# Professionals off campus

## Join Us for a Special Professionals off Campus Event Hosted by The Bloc: Featuring Co-Founders Rico Viray and Susan Miller, and Jennifer Matthews, President & CEO

**THURSDAY, NOVEMBER 13, 2025 • 11:00 AM - 1PM**

The Bloc Offices (32 Old Slip, Floor 15 New York, NY 10005)



**RICO VIRAY '79**  
Founder

Rico Viray co-founded The Bloc, a leading global health-communications agency, in 2000, with his partner Susan. The Bloc represents Rico'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. To be great to do good. Rico's strengths come from the diversity of his experience and the extent of his curiosity. Trained as a physiologist, Rico 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 2000's and has contributed to the launches of several life-changing therapies. He graduated Queens College with a BA in Biology



**SUSAN MILLER**  
Founder

The Bloc is the result of a lifelong ambition for Susan Miller. She co-founded The Bloc in July 2000 alongside her partner Rico and cemented the foundation of an agency with P.R.I.D.E. (Passion, Respect, Integrity, Diversity, and Excellence). As a recognized industry leader, she has built the road for others to follow and find their dream.



**JENNIFER MATTHEWS**  
Global CEO & President

Jennifer Matthews is an accomplished leader in the advertising and marketing industry, currently serving as the President & CEO of The Bloc. With over three decades of experience, she has a proven track record in brand development, digital strategy, and integrated marketing. Her career is marked by significant roles at notable agencies, where she has shaped creative direction and strategy for various campaigns. Jennifer's expertise spans a wide range of marketing disciplines, from direct mail to social media, demonstrating her versatility in the field. She holds a degree in English Literature from the College of the Holy Cross, which has likely contributed to her strong communication skills and creative insight. Jennifer's leadership style emphasizes collaboration and innovation, making her a respected figure among peers. Her commitment to excellence is evident in her long-standing tenure in the industry, particularly at The Bloc, where she has been instrumental in driving growth and success. Beyond her professional achievements, she is passionate about mentoring the next generation of marketing professionals.

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