

Currently, as the Chief Growth Officer and Cofounder of the virtual care media platform Populus Media, Ray oversees all sales, product development and account management. He cofounded the innovative platform back in 2019, as the first media network dedicated to content and marketing in the expanding area of digital healthcare.

Prior to the creation of Populus, Ray was the SVP and GM of Channel Strategy for Gimbal, a digital marketing platform spun out of Qualcomm and a leader in data and location-based media. There he led a team creating new partnerships and sales efforts across various media channels.

Before Gimbal, he was the CEO of Posterscope, the leading out of home media planning and buying agency in the US and part Dentsu, overseeing over \$500MM in ad spend from clients such as GM, Home Depot and Disney.

He was also the founder of Target: Health, the first media planning and buying agency focused on point of care and targeted healthcare environments for WPP/GroupM where his clients included BMS, Novartis and GSK.

He sits on several company advisory boards and has been an advisor to private equity firms on numerous media-related transactions.