



Media Relations

The University of Texas Medical Branch at Galveston

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UTMB President Jochen Reiser highlights Texas Brain Economy at United Nations

GALVESTON, Texas – Dr. Jochen Reiser, President of The University of Texas Medical Branch and CEO of the UTMB Health System, is representing Texas and UTMB on the global stage this week at the United Nations General Assembly in New York.

On Wednesday, Reiser joined David Gow, CEO of Center for Houston's Future, in a fireside chat focused on the emerging Texas Brain Economy initiative. The following day, he will participate in a high-level panel discussion on the same topic, bringing international attention to a groundbreaking effort to position Houston and Galveston as global leaders in brain health and innovation.

Reiser is serving as chair of a new collaborative initiative announced this week at the UN that will unite academic institutions, health systems, industry, and policy leaders to build what experts are calling the "brain economy." The effort, called Project Metis, recognizes brain health—alongside heart disease and cancer—as one of the defining challenges and opportunities of our time.

"Brain health isn't just a medical issue—it's an economic engine," said Reiser. "By investing in research, education, and innovation, we can enhance human flourishing, improve workforce productivity, and unlock trillions in global economic value."

The new initiative is leveraging Texas's unique strengths, including the Moody Brain Health Institute at UTMB, a potential multi-billion-dollar state funding initiative through the Dementia Prevention and Research Institute of Texas, and world-class neuroscience and biomedical institutions across Houston and Galveston. Modeled after the Houston Energy Transition Initiative, Project Metis aims to create a similar "lighthouse" of expertise that will benefit both local communities and global partners.

"The Center is excited to launch Project Metis, a holistic initiative focused on life-long brain health," Gow said. "We are going to bring together thought leaders and strategic institutions to position Houston as the global leader of the brain economy."

By convening with world leaders at the UN, Reiser, Gow and their collaborators are ensuring that Texas is at the forefront of shaping policies, research, and innovations that will define the future of brain health—and its role in driving economic growth worldwide.

The University of Texas Medical Branch

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ABOUT THE UNIVERSITY OF TEXAS MEDICAL BRANCH: Texas' first academic health center opened its doors in 1891 and today has four campuses, five health sciences schools, six institutes for advanced study, a research enterprise that includes one of only two national laboratories dedicated to the safe study of infectious threats to human health, a Level 1 Trauma Center and a health system offering a full range of primary and specialized medical services throughout the Texas Gulf Coast region. UTMB is an institution in the University of Texas System and a member of the Texas Medical Center.