



Mike Rios

Once a creative Adman working for clients like Nike, Coca-Cola, and Tiger Beer, Mr. Mike Rios quit the ad agency lifestyle in 2009. He believed that if marketing could sell cigarettes and alcohol to the masses, it could also lead them to live healthier and happier lives. Partnering with professionals from microfinance and development, he started 17 Triggers, a consultancy group that triggers behavior change for good causes – like inspiring people to buy toilets, wash their hands, or save for their futures. Mr. Rios is 17 Triggers' Creative Director as well as a contributor to Fabrica, the prestigious communications research center in Italy.