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FOR IMMEDIATE RELEASE

BEworks Strengthens Its Presence in Latin America with New Operations in Mexico

Another step towards its global expansion strategy

BEworks, the world's first and foremost consulting team dedicated to the application of Behavioral Economics to real-world challenges, announced the launch of its highly anticipated opening in Mexico – further expanding its reach across Latin America.

This expansion stems from the increased demand for behavioral economic services in the region. BEworks has had a presence in Colombia, Bogota since 2018, led by Juan Camilo Salcedo, Ph.D.. With a mission to transform society and the economy through scientific thinking, BEworks has helped organisations (both governmental and commercial) across Latin America, namely Mexico, Chile, Colombia, Ecuador, Brazil, and Peru to tackle challenges using Behavioral Economics.

“BE is used by organizations around the globe to improve innovation, increase stakeholder value, and provide evidence for delivering on customer value. We have many opportunities in Latin America and we aim to employ the BEworks Method to address those challenges. That includes our research work on biases, our strategy work on creating behaviour change initiatives, and our rigorous empirical work designing and implementing large scale field experiments. Our team in Bogota and Mexico will enable us to create a cohesive network and further strengthen our service capabilities in this region.” said Kelly Peters, CEO and Co-founder, BEworks.

About The Mexico Team

BEworks has named Adalberto Palma Gómez as Director, Business Development. Prior to joining BEworks, Adalberto participated as External Advisor to the Chief of the Office of the Presidency. He also served as Chairman of the National Banking and Securities Commission. He brings to the table over 25 years of diverse business experience in finance, corporate governance and think tank engagement, amongst others.

Adalberto will work to raise the business and brand profile of BEworks in the country and surrounding areas and will be responsible for business strategy and on-the-ground client relationship management. On his new role Adalberto says "I am looking forward to contributing to the development and local awareness of BE. It is so important for the continued growth and business innovation in my country."

Aldo Martinez has been brought on as Business Analyst. Aldo is a graduate of the BA in Economics and Finance at Tecnológico de Monterrey in Mexico City, with a special focus on behavioral sciences. As a student ambassador of the School of Government and Social Sciences at TEC, he has had the privilege to represent the school at different forums and has had the opportunity to attend leadership programs at Harvard, MIT, and Yale.

Juan Salcedo, PhD. and Olga Rodríguez Sierra, PhD. have already been serving the region working directly with the leadership and practice teams at the Toronto head-office to apply BE to public policy, transportation, CPG, and financial services challenges.

The Colombian and Mexican offices will continue to be supported by the full leadership and practice team headquartered in Toronto.

BEworks has an extensive portfolio in the healthcare, sustainability, education, energy, government, CPG, transportation and the financial services industries. The team is energized by the opportunity to expand our impact at a global scale.

About BEworks

Our goal when we launched BEworks over a decade ago was the same as it is today: to serve as pioneers in the field of behavioral science. Carefully applied, this discipline can unlock consumer's needs, motivate teams with purpose, and empower leaders to drive with aspiration. Founded by the field's leading experts, CEO Kelly Peters and Professors Dan Ariely and Nina Mazar, the firm distinguishes itself with its rigorous commitment to evidence-based insights and cutting-edge scientific methods.

Today, BEworks has the world's largest team of experts in behavioral science.

All our practitioners are accomplished researchers, hold advanced graduate degrees, and have extensive experience in applying BE to complex strategic, marketing, operational, and policy challenges. Our global consultancy, training Academy, and Research Institute are headquartered in Toronto, Canada and supports firms and government agencies throughout North America, LATAM, EU, and Japan. Learn more @BEworks and at www.BEworks.com

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