



Christopher Santana AKA Richie

Christopher Santana, aka Richie, is a proud son of Rochester, New York, having grown up on the city's northeast side. Richie is the founder and CEO of the RIXCH XCHANGE clothing brand. The driving force that has made Richie who he is has been his life experiences.

When Richie was young, he had a run-in with the law that gave him pause and caused him to think about life differently. Richie would go on to complete his high school equivalency and discover ways to create success for himself that wouldn't force him to break the law. Richie would change his environment, where he found himself in the presence of other entrepreneurs.

It was in the new company of people that Richie discovered entrepreneurship is a lifestyle, not just a product, but it's who you are, as you put everything about yourself into what you make or provide. This notion motivated Richie to create RIXCH EXCHANGE, where he has been in business for over two years. RIXCH EXCHANGE clothing has crossed the six-figure threshold in annual revenue and continues to grow. Richie has plans for his clothing brand to become global!

Richie's story is proof that life isn't about where you start but where you take it.