



Helen Robb is a Director of Product Management for Spruce, a mobile banking app built by H&R Block. She brings more than a decade of experience in product development and financial health to lead her team to build products that help customers improve their financial wellbeing and stay connected to H&R Block year-round.

She is currently an Aspen Institute First Mover Fellow, a group of accomplished innovators and corporate social intrapreneurs who are creating new products, services and management practices that increase business value and make the world a better place.

Helen holds a Master of Public Administration (MPA) degree from Fels Institute of Government at the University of Pennsylvania and a bachelor's degree in politics, philosophy, and economics from the University of Oxford. She is based in Philadelphia, Pennsylvania.