

Piritta van Rijn is Chief Product Officer for H&R Block, where she leads the product organization in delivering transformative solutions that put clients first. Championing the use of AI and other technologies, she is a transformation leader who drives innovation and accountability across all product lines while fostering deep collaboration with teams throughout the company.

With more than 15 years of product leadership experience spanning fintech, tax technology, and digital transformation, Piritta blends forward-thinking leadership with operational excellence to deliver business results. Prior to joining H&R Block, she served as Senior Vice President and Global Head of Product at Thomson Reuters, where she led a global 750+ Product Management and Tax Content team across a \$1B+ portfolio. There, she was instrumental in the company's transformation into an AI-driven technology organization, growing revenue through organic growth, multiple acquisitions, and technology innovations.

Earlier in her career, Piritta held executive roles at leading companies across the fintech and technology sectors, including Chief Product Officer at Blucora/TaxAct, Senior Director of Product Management at Capital One, and several Product leadership roles at Intuit. Known for building high-performing teams and championing people-first leadership, she grounds her approach in customer-centricity, rigorous analytics, and a culture of empowerment.

Piritta holds an MBA in General Management with honors from Helsinki School of Economics (now known as Aalto University) and a Bachelor of Arts in Political Science summa cum laude from Queens University in Charlotte, North Carolina. Outside of work, she enjoys hiking, exploring new cultures, and serving as an active mentor and advocating for emerging leaders in product, design and technology.