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# Intuit Names Diego Rodriguez as Chief Product and Design Officer

**Former IDEO Partner Brings Deep Experience in Design Thinking, Entrepreneurship and Innovation**

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq:INTU) today named Diego Rodriguez as executive vice president, chief product and design officer. Rodriguez will join Intuit on November 6, leading the company's product management and design capabilities, reporting to Chairman and Chief Executive Officer Brad Smith.

In this newly created role, Rodriguez will be responsible for the design and delivery of Intuit's product experiences that bring the power of its ecosystem together for consumers, the self-employed and small businesses around the world. Leading the company's product management and design communities, he will be responsible for delivering seamless, end-to-end experiences for customers.

"Diego is a well-respected industry leader with deep expertise in brand, digital and mobile design as well as product design and user interface experience," said Smith. "He has an excellent track record of innovation and consumer understanding that will help us create awesome ecosystem-wide experiences for customers and partners."

Rodriguez joins Intuit from IDEO as a partner and global managing director. He has held a variety of leadership roles during his 17 years at IDEO. Most recently, he led the company's process for identifying, incubating, and growing its own new ventures, such as IDEO U, CoLab, and Creative Difference. His previous roles included serving as the managing director of IDEO Bay Area as well as creating a core IDEO design discipline, Business Design. Earlier in his career, Rodriguez held roles at Intuit and Hewlett-Packard.

Rodriguez is also deeply invested in the academic community to cultivate future innovators. He was a founding faculty member at the Hasso Plattner Institute of Design at Stanford (aka "the d.school"), is a visiting scientist at the MIT Media Lab, and is a professor of the Practice Program at Boise State University. Rodriguez was also an Entrepreneur-in-Residence at Harvard Business School for four years.

"I am honored to become a member of the Intuit team — a design-led organization through-and-through," said Rodriguez. "Throughout my career, I've been fortunate to build products and services that empower people. Joining Intuit is an exciting opportunity to create a profound impact around the world and drive prosperity by design."

## About Intuit

[Intuit Inc.](#) is committed to powering prosperity around the world for consumers, small businesses and the self-employed through its ecosystem of innovative financial management solutions.

Its flagship products and services include [QuickBooks®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [tax preparation and filing](#). [QuickBooks Self-Employed](#) provides freelancers and independent contractors with an easy and affordable way to manage their finances and save money at tax time, while [Mint](#) delivers financial tools and insights to help people make smart choices about their money.

Intuit's [ProConnect](#) brand portfolio includes [ProConnect Tax Online](#), [ProSeries®](#) and [Lacerte®](#), the company's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit serves 46 million customers in North America, Europe, Australia, Brazil and India, with revenue of \$5.2 billion in its fiscal year 2017. The company has approximately 8,200 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#), Israel, [Australia](#) and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

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