



Alex Cook is the Vice President of Small Business Tax and Services for H&R Block. He brings more than 30 years of experience in the consumer retail industry to help the company expand tax services to a growing number of small business owners.

He champions small business client satisfaction to drive market share in tax, payroll, bookkeeping, and business formation products. His career includes leading technology-focused product teams and e-commerce divisions for Fortune 100 companies.

He holds a bachelor's degree in accounting from the Price College of Business at the University of Oklahoma.