



H5P Group welcomes New Permanent Leader

Christian Uribe Joins H5P as VP of Product and Country Head

We are excited to welcome Christian Uribe as Vice President of Product and Country Head for H5P, effective September 1, 2025. Christian brings more than 18 years of global experience in building and scaling digital products across mobile, web, and enterprise platforms. His deep expertise in product strategy and innovation, combined with his energy and enthusiasm, make him a fantastic fit to lead H5P into its next chapter. In July 2024, H5P was acquired by D2L, a global leader in learning technology, further strengthening its ability to innovate and scale worldwide.

As we look ahead, we also mark a significant milestone: Svein-Tore Griff With, the founder and visionary behind H5P, will formally depart the company on September 19, 2025. Svein-Tore chose to step down as the leader for H5P Group in the beginning of the year, and has been serving as strategy advisor the last months while we have searched for a new permanent leader. Under Svein-Tore's leadership, H5P grew from a bold idea into a trusted platform serving thousands of institutions and enterprises around the world, making it easier than ever to create and share engaging digital learning experiences.

Reflecting on the transition, Svein-Tore shared:

“It's been a privilege to lead H5P and see it empower better learning experiences around the world. With Christian stepping in, H5P is in great hands for the future. I'm excited to cheer the team on as I focus on my next venture.”

Linda Feng, D2L's VP of Product for Creator and H5P, added:

“I am thrilled to welcome Christian as our new VP of Product for H5P. His experience and energy align perfectly with our mission. At the same time, I want to extend my heartfelt gratitude to Svein-Tore for his pioneering leadership, which has been instrumental in our success. On behalf of the entire team, we wish him all the best in his future endeavors and look forward to building on the incredible legacy he leaves behind.”

The appointment of Christian as the new permanent leader marks a meaningful milestone for H5P and reaffirms its commitment to advancing innovative solutions for learning engagement worldwide.