



P.R.I.M.E. FINANCE

A unique collaboration of experts in law and finance

Press release from The P.R.I.M.E. Finance Foundation

The Hague, 30 October 2025; for immediate release

P.R.I.M.E. Finance Welcomes April Rinne, Futurist and Change Navigator, to Advisory Board

P.R.I.M.E. Finance announced today, at its fourth New York conference, that April Rinne, well-known futurist and change navigator, will be joining its Advisory Board.

As a change navigator, Ms. Rinne helps individuals and organizations rethink and reshape their relationships with change, uncertainty, and a world in flux. She's a trusted advisor, speaker, investor, lawyer, global development executive, adventurer (100+ countries) and insatiable handstander.

She is ranked one of the 50 leading female futurists in the world and is a Harvard Law School graduate, a Young Global Leader at the World Economic Forum, a member of the SiliconGuild and Thinkers50 Radar, and author of the international bestseller, *Flux: 8 Superpowers for Thriving in Constant Change*. A full bio is attached.

"We could not be more excited than to have April join our Advisory Board," said Robert Pickel, Chair of the Management Board of P.R.I.M.E. Finance. "She brings a perspective on the future and how to plan for it that few others can provide. I know she will be a great source of inspiration and ideas for me and for the entire Management Board."

"I am honored that P.R.I.M.E. Finance reached out to me to join its Advisory Board," said Ms. Rinne. "The fact that my good friend and mentor, Jeffrey Golden, is the Founder and Chair Emeritus of this impressive organization is as good a sign as any of the relevance of P.R.I.M.E. Finance's mission to shape the future of global finance."

"From the time I worked with April when she was a young lawyer, I knew that she had a special capacity to look past the here and now and to think about how to prepare for what may lie ahead," said Jeffrey Golden KC (Hon), Chair of the Advisory Board of P.R.I.M.E. Finance. "I am delighted that we will once again have a chance to work together to help drive the future of a very special organization."

About P.R.I.M.E. Finance

P.R.I.M.E. Finance is based in The Hague and was established to help resolve disputes concerning complex financial transactions. The organisation has the support of key international regulatory bodies and is complementary to the on-going financial market regulatory reform process.

In 2015, P.R.I.M.E. Finance joined forces with the PCA. The PCA is the world's oldest arbitral institution, with over a century of experience in administering complex international proceedings. As a result, arbitrations and mediations under the P.R.I.M.E. Finance Arbitration and Mediation Rules are administered by the PCA, and parties to complex financial transactions have access to an efficient arbitration and mediation mechanism to resolve their disputes.

In 2020, P.R.I.M.E. Finance won the Halsbury Rule of Law Award in the LexisNexis Law Awards, in recognition of its judicial training programme.



P.R.I.M.E. FINANCE

A unique collaboration of experts in law and finance

Contact for the Media

For more information on the complete list of experts and further details about P.R.I.M.E. Finance, please refer to the website: www.primefinancedisputes.org. For further information about this press release, contact secretary@primefinancedisputes.org.

SECRETARY@PRIMEFINANCEDISPUTES.ORG
www.primefinancedisputes.org

Full bio

April Rinne is a change navigator, speaker, investor, and adventurer whose work and travels in more than 100 countries have given her a front-row seat to a world in flux.

She is ranked one of the 50 Leading Female Futurists in the world by Forbes and is a Harvard Law School graduate, a [Young Global Leader](#) at the World Economic Forum, a member of the [Silicon Guild](#) and [Thinkers50 Radar](#), a Fulbright Scholar, and the author of the international bestseller [Flux: 8 Superpowers for Thriving in Constant Change](#).



April is a trusted advisor to well-known startups, companies, financial institutions, nonprofits, think tanks, and governments worldwide, including Airbnb, Nike, Intuit, the World Bank, the Inter-American Development Bank, AnyRoad, and Unsettled as well as governments ranging from Singapore to South Africa, Canada to Colombia, and Italy to India. For more than two decades, she's been known for seeing emerging trends early, understanding their potential, and helping others do the same. April is also a bridge-builder between stakeholders, priorities, business models, markets, and those excited about change and those resistant to it.

Earlier in life April was a global development executive, an international microfinance lawyer, and a hiking guide. She spent the better part of four years traveling solo, with an insatiable desire to better understand how the rest of the world lives. (One lesson: Change is universal. How we deal with it is not.) She is as comfortable at Davos as she is talking with microfinance borrowers in an urban slum. A certified yoga teacher, she can often be found upside-down, doing [handstands](#) around the world.