

Susan C. Keating
President and Chief Executive Officer
National Foundation for Credit Counseling

Susan C. Keating is the President and Chief Executive Officer of the National Foundation for Credit Counseling (NFCC).

Founded in 1951, the NFCC is the largest and longest-serving nonprofit credit counseling organization with 99 Member Agencies and 812 offices in communities throughout the U.S. NFCC certified financial counselors counsel and provide financial education to 4 million clients each year.

Prior to joining the NFCC, Keating spent 29 years in financial services and during her tenure was the highest ranking female CEO of a U.S. bank holding company. From 2000-2002 she was President and Chief Executive of Allfirst Financial, Inc. the 43rd largest U.S. bank and the largest U.S. holding of Allied Irish Banks plc (AIB Group). In 2002, Keating was named to the Group Executive Committee of AIB which is responsible for developing corporate strategy and overseeing management of AIB Group.

Keating joined Allfirst Financial as Executive Vice President and head of retail banking in January 1996. In July 1997, she was appointed President and Chief Executive Officer of Dauphin Deposit Bank and The York Bank and was responsible for Pennsylvania commercial banking and for overseeing the retail 300 branch network across Maryland, the District of Columbia and northern Virginia. In January of 1999, Keating was appointed President and Chief Operating Officer of Allfirst Financial Inc. and Allfirst Bank, and in January 2000, was appointed Chief Executive Officer.

Keating began her banking career in 1974 as a trainee at First Bank System in Milwaukee. She was promoted to Senior Vice President of retail banking after having served as marketing and credit card manager in Minneapolis. In 1988 Keating joined MNC Financial as Senior Vice President Maryland retail banking and was promoted to Executive Vice President in 1991. When NationsBank (Bank of America) acquired MNC in 1993, Keating served as President and senior banking executive for Maryland.

In 2010, Keating was named one of the Top 10 Women in Money by the largest online site dedicated to personal finance, WalletPop.com. Keating currently serves on Bank of America's National Consumer Advisory Council and is a board member of the Council on Accreditation. Until June 2010, she also served as the Board Chair of the USA Swimming Foundation. She also participates in the Financial Regulation Reform Collaborative, a non-partisan group

committed to finding solutions for reforming financial services regulation. Previously, Keating served as board member of the Baltimore Life Companies and board member of the Financial Services Roundtable, serving as chair of the Consumer Issues Committee. Keating served as board member for the Greater Baltimore Committee, the Baltimore Symphony Orchestra and was 2002 chairperson for the Alexis de Tocqueville Society of the United Way of Central Maryland. Additionally, she served as banking chair for the U.S. Savings Bond National Volunteer Committee.

Keating and her family reside in Washington, DC.