

Susan C. Keating

President and Chief Executive Officer of the 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 more than 811 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 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.

Keating is current board chair of the USA Swimming Foundation and is a board member of the Council on Accreditation. 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. In addition, 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.