

Rob Nichols

President and CEO

Rob Nichols is the president and CEO of the American Bankers Association, the voice of the nation's \$24.5 trillion banking industry and the only organization that represents banks of all sizes and charters in Washington.

Since joining ABA in August 2015, Nichols has led the association's advocacy efforts, working to ensure that banks of all sizes operate in a policy environment that enables them to best serve their customers and communities. In 2018, Nichols led ABA's successful efforts to win passage of the first major banking bill in nearly a decade. Among other things, the bipartisan legislation modified rules for community banks that were originally intended for larger institutions.

Nichols has led the charge to push back on regulatory overreach of the banking industry through advocacy and legal efforts. In the past several years, ABA has filed seven lawsuits against state and federal regulators, challenging overregulation that harms consumers and negatively impacts banks' ability to serve their customers and communities.

During the COVID-19 pandemic, Nichols and ABA played a critical role in helping banks navigate unprecedented challenges. ABA resources and advocacy helped banks of all sizes rapidly deliver 90 percent of the \$800 billion Paycheck Protection Program, the largest economic rescue plan ever deployed for the private sector, protecting more than 80 million Americans from job loss. The banking industry's efforts helped limit the pandemic's impact on the U.S. economy.

As ABA's president and CEO, Nichols has led several industry-wide initiatives. In 2019, he encouraged all banks to offer low-cost, user-friendly, Bank On-certified accounts, a move credited with reducing the number of unbanked individuals in the U.S. to its lowest level ever. ABA's award-winning #BanksNeverAskThat public education campaign has also earned national recognition for empowering consumers to identify and avoid phishing, smishing, and other scams before they cause harm. Under Nichols leadership, ABA launched a companion #PracticeSafeChecks campaign to educate consumers and small businesses on how to use checks safely, and he has advocated for the adoption of digital payment options whenever possible.

Recognizing the rapid advancements in technology, Nichols established ABA's Venture Investment Committee in 2018. This banker-led committee allocates separate, non-dues capital to support early-stage companies developing innovative solutions to help banks meet the evolving needs of their customers and clients.

While leading the industry's advocacy efforts in Washington, Nichols has also modernized and enhanced ABA's operations and member support. ABA has been recognized as a Great Place to Work® every year since 2018.

From January 2020 to January 2023, Nichols served as chairman of the International Banking Federation, whose members include the national banking trade associations representing every major financial center.

Nichols joined ABA following 10 years at the helm of the Financial Services Forum, a nonpartisan economic policy and advocacy organization whose members are the chief executive officers of the largest and most diversified financial institutions doing business in the United States. During his time at the Forum, Nichols led the industry through the financial crisis and the Dodd-Frank Act, guiding his members and the broader banking sector in its policy response and the law's implementation.

Before joining the Forum, Nichols served in the George W. Bush administration as assistant secretary for public affairs at the Treasury Department, a position requiring confirmation by the United States Senate. In this role, he acted as chief spokesperson and head of the office of public liaison, serving as Treasury's lead representative with the media, business, professional trade organizations, consumer groups, and the public.

Prior to that, he worked as communications director to the late Sen. Slade Gorton and press secretary to the late Rep. Jennifer Dunn. He began his

This site uses cookies to improve your browsing experience, gather site analytics and activity, track shopping cart contents and deliver relevant marketing information. If we have detected an opt-out preference signal then it will be honored. [Cookie Policy](#)

[Do Not Sell or Share My Personal Information](#)

[Accept All Cookies](#)



Nichols serves on the Board of Governors of FARE (Food Allergy Research & Education), as a Trustee at the Holton-Arms School, as a member of the Children’s National Hospital Foundation Board in Washington, DC, and on the Advisory Board of Camp Sea Gull & Camp Seafarer in North Carolina.

He is a graduate of the George Washington University.



 [DOWNLOAD HI-RES PHOTO](#)

ABA Speakers Bureau

[EXPLORE THE SPEAKERS BUREAU](#)

[REQUEST A SPEAKER](#)



1-800-Bankers (800-226-5377)

1333 New Hampshire Avenue NW
Washington, DC 20036

© 2026 American Bankers Association
[Reprint Request](#) | [Terms of Service](#) | [Accessibility Statement](#) | [Press Room](#) | [Site Sponsor](#)

This site uses cookies to improve your browsing experience, gather site analytics and activity, track shopping cart contents and deliver relevant marketing information. If we have detected an opt-out preference signal then it will be honored. [Cookie Policy](#)