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Governor Newsom appoints former federal regulator Rohit Chopra to head new Business and Consumer Services Agency amid Trump-era rollbacks

What you need to know: As the Trump administration dismantles federal consumer protections, Governor Newsom is appointing former Consumer Financial Protection Bureau Director Rohit Chopra to lead California's new Business and Consumer Services Agency — strengthening the state's efforts to protect consumers and honest businesses, crack down on corporate abuse, and lower costs for Californians.

SACRAMENTO – As the Trump administration moves to weaken federal consumer protections and empower corporate special interests, Governor Gavin Newsom today announced the appointment of Rohit Chopra to serve as Secretary of California’s **new** Business and Consumer Services Agency (BCSA), bringing one of the nation’s most prominent consumer protection leaders to California state government.

Chopra previously served as Director of the U.S. Consumer Financial Protection Bureau and as a Commissioner of the Federal Trade Commission, where he led major efforts to crack down on junk fees, corporate misconduct, and unfair practices harming consumers and small businesses. The new agency, which was established by Governor Newsom through a government reorganization last year will bring together a broad range of licensing, enforcement and other functions that ensure fair competition and treatment for consumers and businesses across a number of sectors of California’s economy. The agency officially launches July 1, 2026.

As the Trump administration turns its back on consumers, we need strong and fearless leaders to keep protecting Californians. Rohit Chopra has shown exactly that kind of leadership — taking bold action, standing up for working families, and enforcing real consumer protections. I look forward to our ongoing partnership as we build on our work to protect families, hold bad actors accountable, and advance affordability across California.

Governor Gavin Newsom

“While federal agencies are making life more expensive and enriching special interests, California will be firing on all cylinders to make sure markets aren’t rigged against families and small businesses,” **said Rohit Chopra.** “By bringing together dozens of boards, bureaus, and departments under one roof, California’s new agency will work to protect the public in health care, technology, financial services, and more. I’m grateful to Governor Newsom for the opportunity to serve as the new agency’s Secretary.”

California is stepping up as federal protections are rolled back

protections are rolled back

Governor Newsom has positioned California as a national leader in consumer protection and affordability, advancing efforts to:

- Crack down on junk fees and hidden charges
- Increase oversight and accountability for oil companies
- Launch CalRx to lower prescription drug costs
- Strengthen online privacy and consumer data protections
- Expand enforcement against scams and predatory practices
- Increase corporate transparency and accountability

The new Business and Consumer Services Agency will build on those efforts by strengthening oversight, improving coordination across departments, and modernizing California's consumer protection framework amid growing threats from weakened federal enforcement.

BCSA includes the Department of Alcoholic Beverage Control (ABC), Alcoholic Beverage Control Appeals Board (ABC AB), Department of Cannabis Control (DCC), Cannabis Control Appeals Panel (CCAP), California Horse Racing Board (CHRB), Department of Consumer Affairs (DCA), Department of Real Estate (DRE), and the Department of Financial Protection and Innovation (DFPI)

Rohit Chopra: a national leader in consumer protection

Rohit Chopra is a nation-leading advocate for consumers, spearheading decades of work to address affordability, ensure fairness in the marketplace, strengthen banking and financial systems, and hold those who violate the law accountable.

Under President Biden, Chopra served as Director of the Consumer Financial Protection Bureau from 2021 to 2025, leading the CFPB's mission in overseeing mortgages, credit cards, student loans, and other consumer financial products. During Chopra's tenure, the CFPB recovered nearly \$10 billion in refunds and penalties from companies that broke the law. Among other efforts, Chopra spearheaded work to eliminate junk fees imposed on

consumers and businesses and pursued modernization efforts to create a more open and competitive banking and payments system.

In 2017, Chopra was nominated by President Trump and subsequently confirmed by the Senate unanimously to serve as a Commissioner on the Federal Trade Commission, where he served until 2021. He helped hold violators of trade laws accountable, strengthened sanctions against bad actors, and helped create more robust antitrust enforcement.

Chopra earned a Master of Business Administration from the Wharton School at the University of Pennsylvania and a Bachelor of Arts from Harvard University. He was also the recipient of a Fulbright Fellowship to the Republic of Korea.\

Rohit Chopra, of Washington D.C., has been appointed Secretary of the Business and Consumer Services Agency. Chopra has been a Fellow at the Harvard Kennedy School since 2025. He was the Director of the Consumer Financial Protection Bureau from 2021 to 2025. Chopra was a Commissioner of the Federal Trade Commission from 2018 to 2021. He was a Special Advisor to the Secretary at the United States Department of Education in 2016. Chopra was an Assistant Director and Student Loan Ombudsman at the Consumer Financial Protection Bureau from 2010 to 2015. He was an Associate at McKinsey & Company from 2008 to 2010. Chopra earned a Master of Business Administration degree from The Wharton School, University of Pennsylvania, and a Bachelor of Arts degree in Government from Harvard University. This position requires Senate confirmation and the compensation is \$254,450. Chopra is a Democrat.

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