

CELIA WINSLOW

PROFESSIONAL EXPERIENCE:

American Financial Services Association (AFSA)

President & CEO (2025 – present)

- Ensure AFSA’s activities fulfill its mission, as well as execute the organizational strategy with a commitment to excellence across all activities.
- Lead a team of 20+ with a budget of approximately \$11 million.
- Develop high-impact advocacy campaigns related to consumer finance.
- Strengthen public relations and media presence of the association.
- Forge strategic alliances with government officials, other trade associations, and consumer advocacy organizations.
- Increase membership engagement and retention through targeted programs and industry initiatives.
- Manage organizational budget, revenue streams, and partnerships to ensure financial sustainability/
- Build consensus internally between members with diverse product lines and different size companies.

Executive Vice President (2024 – 2025)

- Advocate for access to responsible and affordable credit with legislators and regulators.
- Serve as the voice of the association and as a representative of the industry in the media, with policymakers, and at a variety of industry-wide events.
- Develop and utilize relationships with industry stakeholders, especially other associations, academics, think tanks, and consumer groups.
- Manage a highly dedicated team with a commitment to promoting consumer credit and serving members.
- Work in conjunction with AFSA’s Executive Committee, Board of Directors, Law Committee, and other groups to develop AFSA’s policy positions.
- Coordinate with staff to ensure that AFSA’s conferences facilitate networking, provide valuable information, and inspire attendees.
- Establish a budget that balances members’ priorities with fiscal realities.

Senior Vice President (2020 – 2024)

- Define AFSA’s federal policy and litigation objectives and develop and implement strategies to achieve them.
- Work closely with policymakers, both in Congress and in regulatory agencies, to educate them about financial services and the importance of access to credit.
- Coordinate with other stakeholders, including other associations, academics, think tanks, and consumer groups.
- Serve as AFSA’s spokesperson on federal issues in the press, with policymakers, and at industry events.
- Manage federal government affairs and political action committee (PAC) budget.
- Collaborate with AFSA’s boards and committees to ensure member satisfaction and retention.
- Communicate AFSA’s policy achievements to members.
- Supervise three direct reports and ten consultants.

Vice President, Legal & Regulatory Affairs (2019 – 2020)

- Represent AFSA as part of multi-association coalitions.
- Oversee one direct report and coordinate six consultants.
- Analyze legislation, regulation, and litigation to determine the effect on AFSA's member companies.
- Communicate the effect of proposed rules and legislation regarding access to credit to policymakers.
- Serve as staff liaison to AFSA's legal committee and lobbyist working group.

Director, Legal and Regulatory Affairs (2015 – 2019)

- Write comment letters to regulatory agencies, letters to Congress, talking points, and Congressional testimony.
- Arrange meetings with AFSA's senior leadership and policymakers.
- Draft member communications.
- Develop AFSA's litigation strategy.
- Assist member companies' legal and government affairs departments.
- Monitor federal legislation and regulation.
- Manage AFSA's committee of in-house counsel.

Manager, Legal and Regulatory Affairs (2008 – 2015)

- Draft comment letters to regulators.
- Monitor federal legislation, regulation, and litigation affecting financial services.
- Coordinate AFSA's amicus briefs.
- Provide member companies with timely and important information.
- Manage AFSA's committee of in-house counsel.

Analyst, Legal and Regulatory Affairs (2006 – 2008)

- Organize and staff committee meetings.
- Review financial services publications.
- Monitor the Federal Register.
- Write articles for AFSA's newsletter.
- Update AFSA's website.

The Pontifical North American College (2003 – 2006)

Manager of the U.S. Development Office

- Coordinate press releases, donations, database management, and donor correspondence.
- Execute special appeals and fundraising events.
- Assist with donor cultivation.
- Facilitate foreign travel and donor education programs overseas.
- Manage direct mail program.
- Create and supervise intern program.
- Direct capital campaign donations and programs.

EDUCATION:

The Catholic University of America – Washington, DC (B.A. in Politics, minor in Spanish)
Universidad Belgrano – Buenos Aires, Argentina