

**Meet the Fed: Episode 1 - Promoting Consumer Protection and Community Development
Federal Reserve Board**

NICOLE BYNUM. My name is Nicole Bynum. I'm the Deputy Director of the Division of Consumer and Community Affairs. DCCA is the unique division at the Board that is focused on consumers and communities. The mission is to ensure that consumer and community perspectives inform Fed policy, research and action. And we do that in a number of ways. We inform the Board about consumer issues, consumer concerns that they may hear about in the news but want more information about. That's something that we would research and inform the Board about.

When I joined in September of 2016, I had high expectations about the workplace, about the staff. When I got here, I was blown away. I was so impressed by not only the commitment to the mission but the caliber of the work, the commitment of the people. It just it exceeded my wildest expectations.

My job was described to me, when I was recruited, as being the Chief Operating Officer for the division. That meant being very, very focused on the culture and how we show up for each other, how we engage with each other, how we lead our teams. We're all very mission focused, all very dedicated to the organization. All of us are consumers and we're all part of communities and we deeply know how much financial institutions and our interactions with financial institutions affect our day to day lives.

My view of the mission of the Board and how I fit into it is informed by my life experience. I'm an African American female who's been in institutions that really weren't built for me and have had a very successful career in spite of that. I have a perspective that's unique which I think is good in that, that's what diversity is all about. You have people who have different life experiences, who see the world differently. And as everyone knows you make

better decisions when you appreciate different perspectives and make decisions based on hearing more than one view.

It is not just a job to me. I do love my job. It is so rewarding. It is so fulfilling. It's really having an impact on consumers and communities. It's really doing meaningful and consequential work. That's what I love about working here. That's why I'm thrilled to show up here every day, because what we do really matters.