



The Better Banking Project

Driving Best Practices By Measuring What Matters Most

About The Better Banking Project

Created by Aspen Institute Senior Fellow Susan Ochs, the [Better Banking Project](#) aims to identify and promote best practices in the financial services industry. Working with a cross-section of industry stakeholders, the Project will develop a set of metrics that help gauge trustworthiness in America's leading banks. These published rankings will provide new data to empower consumers and investors, as well as steps to help the industry build more stable, customer-centric organizations.

Upcoming Events

April 16
New York

Is Trust a Lost Cause? Banks, Consumers and a Post-Crisis World

As banking scandals continue to dominate headlines worldwide, our panel of thought leaders will examine the breach of trust between the financial industry and society. We will explore hidden causes of the breakdown of trust, expectations for the future, and potential solutions to repair the breach.

RSVP

- **Eliot Spitzer**, former Governor and Attorney General of New York
- **Raj Date**, former Deputy Director, U.S. Consumer Financial Protection Bureau
- **Robert Wolf**, CEO, 32 Advisors; former CEO, UBS Americas

Reading

“[Banks Should Beat the CFPB to the Punch](#)”, *American Banker*, Jan 2012

“[Let’s Break the Cycle of Boom-Bust-Regulate](#)”, *American Banker*, May 2012

Susan Ochs is an expert in financial services and economic policy. She has served at the U.S. Department of the Treasury in both the Clinton and Obama Administrations, most recently as Senior Advisor to the head of TARP. She has also served as the Economic Advisor to the Governor of New Jersey, and Director of Legislative Affairs at the U.S. Securities and Exchange Commission. Her financial industry experience includes private equity firm Solera Capital, as well as J.P. Morgan Investment Management. Ms. Ochs writes on financial industry reform and is a TV commentator on business issues. She holds an MBA from Harvard Business School and a BA in Economics from Duke University. Follow her on twitter: [@susanochs](#).

