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Aaron Kouhoupt is a Member (Partner) and Chief Privacy Officer at McGlinchey Stafford. He offers a unique perspective shaped by more than 15 years' experience as both in-house and outside counsel to banks, FinTechs, and other financial institutions of various sizes and formats. Aaron applies his extensive grasp of financial services regulation for clients ranging from marketplace lenders and other FinTech companies to community, regional, and national banks, automotive and personal property finance companies, to small loan companies, mortgage lenders and servicers, and companies engaged in merchant cash advance and factoring. Having served as Head of Legal at an alternative banking and digital payments company and in-house at a peer-to-peer lending and alternative investing company, Aaron is used to working with laws that might not yet be in sync with innovative financial products. He has also worked with a European company to launch a U.S. consumer finance product. You can check out the firm's "Deep Dives into Consumer Finance" content series on data privacy and cybersecurity [here](#) (*if online) at mcglinchey.com/deep-dives (*in print).