

JOSHUA MINKIN BERCU
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EXPERIENCE

USTELECOM – THE BROADBAND ASSOCIATION, Washington, D.C.

Aug. 2020 – present

Senior Vice President, Policy (Jan. 2025 – present)

Vice President, Policy & Advocacy (Aug. 2020 – Dec. 2024)

- Lead USTelecom's work on consumer protection and digital trust, including policy and advocacy related to robocalls and scams, AI-generated fraud and voice cloning, privacy and data breach, copyright and intermediary liability, and emerging consumer protection mandates
- Serve as Executive Director of the Industry Traceback Group (ITG), managing a seven-person team and leading strategy, operations, law enforcement coordination, legal and policy development, and technology innovation in support of illegal robocall and scam mitigation
- Direct USTelecom's research activities and support policy activities across the association's full portfolio of priorities
- Lead an emerging coalition of internet service providers coordinating industry strategy on copyright enforcement, intermediary liability, and shifting legal and operational challenges
- Co-lead FTC's Stop Senior Scams Tech/New Methods Committee; serve on the FCC's North American Numbering Council, Call Authentication Trust Anchor Working Group, and Consumer Advisory Committee; and serve on the Steering Committee and co-lead the Information Sharing Working Group of the Aspen Institute National Task Force for Fraud & Scam Prevention
- Serve as lead in-house legal counsel on a range of issues including antitrust, contract review, and internal policy matters

WILKINSON BARKER KNAUER, LLP, Washington, D.C.

Mar. 2011 – June 2020

Partner (Feb. 2019 – June 2020)

Associate (Mar. 2011 – Feb. 2019)

- Developed and executed advocacy strategies for telecommunications, technology, and media companies and associations on consumer protection issues, focusing particularly on privacy and trusted communications
- Represented clients in proceedings and initiatives before the U.S. Congress, Department of Commerce, FCC, FTC, Consumer Product Safety Commission, California Department of Justice, and state legislatures
- Provided practical legal and risk management advice to telecommunications and technology companies on consumer protection, privacy, and marketing laws and regulations
- Drafted and reviewed corporate documents, including terms of service and commercial agreements

EDUCATION

GEORGETOWN UNIVERSITY LAW CENTER, Washington, D.C.

Juris Doctor, May 2010

- Journal: *The Journal of Law and Public Policy*
- Activities: Georgetown Entertainment & Media Alliance, Vice President – Media & Communications Law
- Internships: House of Representatives, Committee on Energy & Commerce, Communications and Technology Federal Communications Commission, Enforcement Bureau, Investigations & Hearings Division
Sonnenschein Nath & Rosenthal LLP, Internet, Communications & Data Protection Group
Institute for Public Representation at the Georgetown University Law Center

HARVARD UNIVERSITY, Cambridge, MA

Bachelor of Arts, Concentration in Economics with Secondary in Anthropology and Human Rights, June 2007

PROFESSIONAL ASSOCIATIONS

- Federal Communications Bar Association
 - Consumer Protection Committee (2020 – present)
 - CLE Committee (2017 – 2020)
 - Membership and Marketing Committee (2015 – 2016)
 - Social Media / Membership and Marketing Committee (2013 – 2015)
 - Young Lawyers Committee Law School Outreach Program (2014)
 - Ad Hoc Social Media Committee (2012 – 2013)
- International Association of Privacy Professionals
 - Certified Information Privacy Professional-US (certified 2019)
 - Certified Information Privacy Manager (certified 2020)
- District of Columbia Bar (admitted 2011) and Virginia State Bar (admitted 2010; inactive)

SELECTED SPEAKING ENGAGEMENTS

- Panelist, Hot Topics in International Telecom Law Series: Emerging Transnational Data Challenges in Tech and Telecom and How to Solve for Them, FCBA CLE (May 2025)
- Witness, Hearing on The Golden Age of Scams, Before the California State Senate Committee on Banking and Financial Institutions (Mar. 2025)
- Speaker, From Local to Global: The Promise of Scaled Traceback, at UK NICC Open Forum (Nov. 2024)
- Panelist, Keeping at It: How Collaborative Efforts to Trace and Eliminate Robocalls in the United States Are Adapting to New Threats, at M3WAAG 62 (Oct. 2024)
- Speaker, The Promise of Traceback, at M3WAAG 62 (Oct. 2024)
- Speaker, The State of Industry Traceback 2024, SIPNOC 2024 (Sept. 2024)
- Speaker, Information Privacy Regulation of the Comm Sector, Catholic Law (Oct. 2024)
- Moderator, Are Our Phone Networks Ready for the Coming AI Apocalypse?, at AI Summit 2024 (May 2024)
- Witness, Protecting Americans from Robocalls, Before the Senate Subcommittee on Communications, Media and Broadband (Oct. 2023)
- Panelist, Getting “Know Your Customer” (KYC) Into High Gear, at SIP Forum KYC Summit (June 2023)
- Speaker, Tracing it Back, at NCFTA Disruption23 (May 2023)
- Panelist, Improving Trust in Voice and Messaging Channels, at RSAC eFraud Global Forum (Apr. 2023)
- Speaker, The State of Industry Traceback, at STIR/SHAKEN Enterprise Summit (Oct. 2022)
- Panelist, Establishing Trusted Relationships Among Service Providers, at STIR/SHAKEN Enterprise Summit (Oct. 2022)
- Speaker, at Government and Public Days of 2022 NAAG Robocall Summit (July 2022)
- Speaker, Traceback and Do Not Originate, at Somos 2022 Telecom Fraud Symposium (June 2022)
- Speaker, Knowing the Robocallers: Illegal Call Centers and Efforts to Stop Them, at RSAConference 2022 (June 2022)
- Panelist, Tech Support Scam – Collaboration that Leads to Enforcement Action, at RSAConference 2022 eFraud Global Forum (June 2022)
- Speaker, Industry Traceback 2022 and Beyond, at SIPNOC 2022 (Mar. 2022)
- Panelist, Identifying Targets, at Government Day of 2021 NAAG Robocall Summit (Sept. 2021)
- Speaker, Protecting Customers & Your Brand From Fraud Calls & Vishing, for FS-ISAC (Aug. 2021)
- Moderator, Making Sure Robocall Rules Work: Blocking Notification, Robocall Mitigation Database, and Other Hot Issues, at STIR/SHAKEN Virtual Summit 2021 (July 2021)
- Speaker, Taking Back Your Brand: New Techniques to Stop Robocallers, at RSAConference 2021 (May 2021)
- Speaker, Traceback 2021: The Next Frontier, at PACE ACX 2021 (May 2021)
- Speaker, Traceback 2021: The Next Frontier, at CFCA ‘Spring into 2021’ (Apr. 2021)
- Speaker, Traceback: Deciphering Illegal Robocall Flows, for Bank Policy Institute BITS (Apr. 2021)

- Panelist, Implementation of the TRACED Act in 2020 and What's Coming in 2021, for FCBA (Feb. 2021)
- Speaker, Robocalls; Disconnected!, for Better Business Bureau of Minnesota (Dec. 2020)
- Speaker, The Industry Traceback Group – Restoring Trust in the Telephone System for Consumers and Callers Alike, at PACE ACX 2020 (Oct. 2020)
- Panelist, New Rules for Your Data: Changes in Consumer Privacy Regulation, at Catholic University (Oct. 2018)
- Speaker, Privacy and Security Quarterly Privacy Update, for American Bar Association, Section of Antitrust Law, Privacy and Information Security Committee (May 2018)
- Panelist, Ignite Talks Presentation on Privacy, for FCBA (Oct. 2015)
- Panelist, Detering Cyber-Threats: Lessons Learned from the Sony, Target, and other Mega Breach Incidents, at Florida Privacy and Cybersecurity Symposium (May 2015)
- Moderator, A Sit Down with FTC Commissioner Maureen Ohlhausen on the IoT and Privacy (Feb. 2014)

SELECTED MEDIA AND PUBLICATIONS

- Author, The Promise of International Traceback in the Fight Against AI-Powered Global Fraud, Industry Traceback Group (Oct. 2024)
- Guest, Plain English with Derek Thompson, Why Are Robocalls So Hard to Stop? (Aug. 2024)
- Quoted, FCC re-designates Traceback Group to trace origin of robocalls, FIERCE Network (Aug. 2023)
- Author, State of Industry Traceback – March 2023, Industry Traceback Group (Mar. 2023)
- Quoted, A Monumental Case Looks to Crack Open the World of Auto-Warranty Robocalls, CNN Business (Aug. 2022)
- Quoted, Here's Why It's So Hard to Stop Robocalls, Wired (June 2022)
- Quoted, Fighting Robocalls Can Feel Like Playing 'Whack-a-Mole,' Morning Consult (June 2022)
- Quoted, FCC Gateway Order, FNPRM Get Industry Backing; Some Changes Sought, Communications Daily (May 2022)
- Quoted, The FCC is trying to stop robocalls, but the scammers won't disappear, CNBC (Sept. 2021)
- Quoted, Pandemic lockdowns have curbed robocalls. The telecom industry is trying to keep them from coming back., NBC News (June 2021)
- Author, SCOTUS Decision Does Not Stop the Industry's Robocall Fight, USTelecom Blog (Apr. 2021)
- Co-Author, Stress Testing the US Privacy Framework, InterMEDIA, Vol 44, Issue 4 (Jan. 2017)
- Co-Author, 21st Century Privacy Fix, InterMEDIA, Vol 43, Issue 2 (June 2015)
- Co-Author, Chapter 4: Consumer Privacy in a Data-Driven Era, 32nd Annual Telecommunications Policy & Regulation Institute Handbook (Dec. 2014)
- Co-Author, Chapter 4: Consumer Privacy in a Data-Driven Era, 31st Annual Telecommunications Policy & Regulation Institute Handbook (Dec. 2013)
- Co-Author, Chapter 4: Privacy 360°- Continuing Obligations and Emerging Frameworks on All Fronts, 30th Annual Telecommunications Policy & Regulation Institute Handbook (Dec. 2012)