

Jessica L. Rich, Esq.

PROFESSIONAL EXPERIENCE

Distinguished Fellow, Institute for Technology Law and Policy, Georgetown University Law Center, Washington, DC (February 2020—present).

- Advancing consumer protections and data privacy rights through advocacy, consultation, press interviews, testimony, speeches and panels, and teaching/training students and policy leaders.

Expert Consultant, Washington DC (2018—2020).

- Clients included business coalition supporting federal privacy legislation and seeking my expertise as a consumer advocate and former federal regulator. Persuaded coalition to publicly support stronger consumer protections than they had ever done before.

Vice President for Advocacy, Consumer Reports, Washington, DC (2017—2018).

- Led nationwide advocacy program to strengthen consumer rights by passing stronger laws, exposing harmful business practices, and leading campaigns for market change.
- Oversaw dozens of staff across the country, and regularly engaged with Congress, members of the business and advocacy communities, and the media.
- Served on nonprofit's executive team managing entire organization.

Federal Trade Commission, Washington, DC (1991—2017).

Director, Bureau of Consumer Protection (2013—2017).

- Led FTC's largest bureau (~450 staff) in mission to stop fraud, false advertising, and privacy harms through law enforcement, policy initiatives, and public education.
- Brought hundreds of cases to halt illegal conduct, return \$ billions to injured consumers, and drive market change. Defendants included *Apple, Google, Amazon, AT&T, T-Mobile, Volkswagen, Herbalife, LifeLock, Western Union, Snapchat, TRUSTe, Sony, and Uber*.
- Launched ground-breaking campaign ("Every Community") to reach out to African-American, Latino, and other underserved communities, educate them about their rights, and promote closer engagement with FTC.
- Expanded FTC's tech expertise by creating FTC's first tech office to support mission; hiring technologists and tech-savvy attorneys; developing workshops and reports on, *e.g.*, IoT, Big Data, drones, and payment apps; and launching *PrivacyCon* to showcase privacy innovations.
- Increased FTC's collaboration with federal and state partners through joint enforcement actions and "common ground" events across the country.
- Oversaw negotiations with EU regulators regarding EU-US Privacy Shield Agreement.
- Regularly testified before Congress and delivered speeches on consumer protection issues.

Associate Director, Division of Financial Practices (2011–2013).

- Led 45+ person division in mission to halt illegal consumer financial practices.
- Sued hundreds of defendants to stop illegal debt collection, debt relief, and other scams.
- Expanded division’s focus on rapidly growing “fintech” sector and illegal practices involving mobile payments, mobile cramming, and crowdfunding.
- Led division through change related to the establishment and growing overlap with the Consumer Financial Protection Bureau.

Deputy Director, Bureau of Consumer Protection (2009–2011).

- Worked alongside then-Bureau Director to manage Bureau’s DC and regional offices, including by reviewing and approving staff recommendations, briefing Commissioners, representing the FTC at public events, and managing personnel and budget.
- Oversaw the FTC’s privacy and advertising programs, including enforcement and initiatives involving “big tech” platforms and deception in social media.
- Developed Bureau’s 5-year strategic plan with input from entire Bureau staff.
- Led Bureau’s international work and met with foreign officials in US and abroad.
- Coordinated with key partners, including other federal agencies, state Attorneys General, and the White House.

Acting Director / Assistant Director, Division of Privacy and Identity Protection (1998–2009).

- Launched and led the FTC’s first privacy work, including surveys of industry practices, public events to highlight emerging issues, and the FTC’s first law enforcement actions.
- Crafted the foundational legal theories that enabled the FTC to address consumer privacy and data security failures as “unfair and deceptive practices” under the FTC Act.
- Led development of the FTC’s first privacy regulations, including the Children’s Online Privacy Protection Rule and Gramm-Leach-Bliley Safeguards Rule.
- Wrote influential reports on privacy and tech issues, such as behavioral advertising, privacy enhancing technologies, and the growing mobile marketplace.
- Developed and expanded the privacy program over the course of a decade into the signature FTC program it remains today.

Counsel to the Bureau Director (1993–1998).

- Reviewed staff recommendations, coordinated Bureau work with other FTC offices, and managed major projects, including development of FTC’s first Bureau-wide strategic plan.

Attorney, Division of Service Industry Practices (1991–1993).

- Investigated and litigated law enforcement actions against investment fraud schemes.

Associate, Commercial Litigation, New York, NY (1987–1991). Practiced at Friedman Wang & Bleiberg and Breed Abbott & Morgan (both of which later merged with other firms).

SELECTED PUBLICATIONS & RECOGNITION

Jessica L. Rich, *How Our Outdated Privacy Laws Doomed Contact-Tracing Apps* (Brookings, January 28, 2021), <https://www.brookings.edu/blog/techtank/2021/01/28/how-our-outdated-privacy-laws-doomed-contact-tracing-apps/>.

Jessica L. Rich: *After 20 Years of Debate, It's Time for Congress to Finally Pass a Baseline Privacy Law* (Brookings, January 14, 2021), <https://www.brookings.edu/blog/techtank/2021/01/14/after-20-years-of-debate-its-time-for-congress-to-finally-pass-a-baseline-privacy-law/>.

Jessica L. Rich, Op-ed: *Give the FTC Some Teeth to Guard Our Privacy* (New York Times, August 12, 2019), <https://www.nytimes.com/2019/08/12/opinion/ftc-privacy-congress.html>.

Jessica L. Rich, Op-ed: *Beyond Facebook: It's High Time for Stronger Privacy Laws* (Wired, April 4, 2018), <https://www.wired.com/story/beyond-facebook-its-high-time-for-stronger-privacy-laws>.

Future of Privacy Forum Leadership Award: Recipient of organization's first-ever award for leadership on privacy issues (June 2017), <https://fpf.org/2017/06/16/honoring-jessica-rich>.

Omer Tene, Privacy Perspectives: *In Jessica Rich, FTC Loses Cornerstone of Privacy Program* (IAPP, Feb. 8, 2017), <https://iapp.org/news/a/in-jessica-rich-ftc-loses-cornerstone-of-privacy-program>.

FTC Press Release: *FTC Announces Departure of Consumer Protection Bureau Jessica Rich*, (Feb. 7, 2017), <https://www.ftc.gov/news-events/press-releases/2017/02/ftc-announces-departure-consumer-protection-bureau-director>.

FTC Awards: Chairman's Award (2009), Excellence in Supervision Award (2007 & 2001), Team Awards (2006 and 1998), Paul Rand Dixon Award (2002), Bureau Director's Award (1997).

EDUCATION

New York University School of Law, New York, NY (1984–1987).

J.D., *cum laude*, Moot Court Casebook Editor, *Order of Barristers* Award, Legal Writing Instructor, Moot Court Advocacy Award.

Harvard University, Boston, MA (1980–1983).

B.A., *cum laude*, *Honors* in major, Harvard College Scholarship Award for academic excellence, Elizabeth Cary Agassiz Certificate of Merit for academic excellence.

Member D.C. Bar