



Dana B. Rosenfeld

Partner

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About

To Dana Rosenfeld, Kelley Drye's managing partner, the success of the firm's clients and the success of its attorneys are inextricably linked. The innovation, agility, inclusiveness, and collaboration she prioritizes benefit both constituencies. With a commitment to client service that serves as the foundation of her leadership, Dana has enhanced the firm's ability to deliver the legal and business advice clients require today and in the years ahead.

Recognizing that client expectations for legal counsel have evolved, demanding more transparency, efficiency, and value, Dana devotes significant time to ensuring the firm is structured to meet and exceed those expectations.

She established the firm's Client Service and Innovation Committee, charged with encouraging purposeful innovation and thoughtful implementation of new technologies, billing structures, staffing and process approaches, and attorney development initiatives. These efforts expand and refine the firm's value-driven offerings and keep Kelley Drye at the forefront of a constantly changing legal industry.

Dana heads a cross-office management team running all aspects of the firm's operations and works closely with the firm's Executive Committee to drive strategic initiatives and enhance the business of the firm. She models and champions the firm's core values of collegiality, transparency, and entrepreneurship.

Dana is a strong advocate for increasing diversity and expanding opportunity in the legal profession and for maintaining a culture of respect, inclusion, and openness at the firm. A Leadership Council on Legal Diversity member, she oversees the firm's diversity initiatives, regularly reviewing metrics that indicate gaps in experience and opportunity for women and attorneys of color, then using that data to further the firm's efforts.

With a perspective based on personal experience, Dana has helped craft policies that provide career options and flexibility for attorneys whose career paths may be non-linear and eliminate the false choice between career and family. The firm prioritizes supporting and retaining high-performing attorneys, ensuring the firm and its clients continue to reap the benefits of their talents.

Dana has furthered a strong culture of mentoring and professional development to nurture future leaders and proactively manage generational change. Believing that the privilege of practicing law

comes with corresponding responsibilities to serve society and others, Dana encourages and facilitates attorneys' pro bono and other community and philanthropic endeavors.

Past chair of the firm's Privacy and Information Security practice, a former assistant director of the Federal Trade Commission (FTC) Bureau of Consumer Protection, and attorney advisor to FTC Chairman Robert Pitofsky, Dana has focused her legal practice on all aspects of privacy and data security, advertising, and consumer protection at the federal and state levels.

Dana took on the role of managing partner in January 2020, just weeks before the start of the COVID-19 pandemic. Maintaining communication, cohesion, and continuity, especially during the earliest days of the crisis, required the firm to quickly pivot and adapt. Under Dana's leadership and through the collaborative, determined efforts of all attorneys and staff, the firm developed and executed plans that not only helped it navigate the pandemic's uncharted waters but positioned it to emerge from the experience stronger and more committed than ever to its core values and its clients.

Honors

Recognized as a Trailblazer in Cybersecurity by *National Law Journal*, 2016.

Named 2021 and 2017 D.C. Advertising "Lawyer of the Year" by *Best Lawyers*®.

The Best Lawyers in America® (Woodward/White, Inc.), Privacy and Data Security Law, 2012-2026.

Selected as one of *Washingtonian Magazine's* 2015 "Top Lawyers".

Ranked nationally as a leading practitioner in the Privacy & Data Security area by *Chambers USA*, 2010-2026.

Ranked as a leading practitioner in the Privacy & Data Security area by *Chambers Global*, 2011-2026.

Recommended in *US Legal 500* for her work in the areas of Marketing and Advertising Law – Transactional and Regulatory, 2010-2012, 2014, 2017-2018 and 2020, and Cyber Law, 2010-2020.

Affiliations

American Bar Association Committee on Privacy and Information Security, vice chair and chair, 2014-2018

American Bar Association Committee on Private Advertising Litigation, vice chair, 2009-2012

American Bar Association *ANTITRUST* magazine, associate editor, 2012-2014

Community

Kids in Need of Defense (KIND), DC Advisory Committee, member

Congregation Beth El of Montgomery County, Social Action Committee, member

Related Services

Advertising and Marketing

Advertising Technology (AdTech)

California Consumer Privacy Act (CCPA)

Consumer Class Action Defense

Cybersecurity Counseling and Compliance
Dietary Supplements and Functional Foods
Fashion and Retail
Federal Trade Commission
Food and Drug
General Data Protection Regulation (GDPR)
Manufacturing
Privacy and Information Security
State Attorneys General
Technology

Education

American University Washington College of Law, J.D.
University of Maryland, College Park, B.A.
• with honors

Admissions

District of Columbia
Maryland (inactive)