



Ioana Gorecki

Special Counsel

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About

With more than a decade of experience litigating consumer protection cases at the FTC, Ioana Gorecki helps clients address a broad range of advertising and consumer protection issues.

Ioana's deep understanding of FTC rules, regulations, and investigatory processes allows her to offer unique insights to clients navigating the complexities of an FTC inquiry. That knowledge, coupled with her focus on practical, risk-based advice, has been instrumental in helping clients advance their business objectives while addressing regulators' concerns.

While her particular focus is on FTC, CFPB, and State AG contested matters, Ioana also engages in compliance counseling in the areas of artificial intelligence, endorsements and reviews, claim substantiation, consumer finance, automatic renewals, and direct sales, among others. Ioana helps clients identify compliance gaps and develop strategies to balance business need with regulatory and litigation risk.

Within her first year in private practice, Ioana was recognized by *US Legal 500* in the "Advertising and Marketing: Transaction and Regulatory" category.

Honors

Recommended in *US Legal 500* for her work in the areas of Cyber Law – Data Protection and Privacy and Marketing and Advertising Law – Transactional and Regulatory, 2023.

Recipient of the "Burton Award" for legal writing, 2024.

Related Services

Advertising and Marketing
Advertising Technology
Consumer Class Action Defense
Cybersecurity Counseling and Compliance
Dietary Supplements and Functional Foods
Direct Sales and Multi-level Marketing
Federal Trade Commission
Food and Drug
NAD and NARB Challenges
State Attorneys General

Technology
Consumer Financial Protection
Financial Institutions

Education

Georgetown University Law Center, J.D., 2010

- magna cum laude

Georgetown University, B.S., 2007

- summa cum laude
- Foreign Service

Admissions

District of Columbia, 2011

Languages

Romanian