



Ioana Gorecki

Special Counsel

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About

With over a decade of experience litigating consumer protection cases at the Federal Trade Commission (FTC), Ioana Gorecki provides clients with strategic counsel on a wide range of advertising and consumer protection matters. Her in-depth understanding of FTC rules, regulations, and investigatory processes enables her to deliver actionable insights and pragmatic solutions for clients navigating the complexities of an FTC inquiry.

Ioana focuses on helping businesses achieve their objectives while mitigating regulatory risks. Her practice spans contested matters before the FTC, the Consumer Financial Protection Bureau (CFPB), and State Attorneys General. Ioana also frequently represents clients in proceedings before the National Advertising Division (NAD) and the National Advertising Review Board (NARB), where she has developed and executed successful strategies to challenge and defend advertising claims related to consumer and telecommunications products.

In addition to contested matters, Ioana advises clients on compliance strategies in areas including artificial intelligence, endorsements and reviews, claim substantiation, consumer finance, automatic renewals, and direct sales. She works closely with businesses to identify compliance gaps and craft risk-balanced strategies tailored to their operational needs.

Ioana is a Certified Artificial Intelligence Governance Professional (AIGP) through The International Association of Privacy Professionals (IAPP), underscoring her expertise in emerging technologies and privacy compliance. Her commitment to providing practical, risk-based advice has made her a trusted advisor to clients seeking to align their business goals with regulatory expectations.

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 (AdTech)
Artificial Intelligence

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
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