

# Wiley Welcomes Former FTC Deputy Director Ian Barlow, Strengthening Regulatory, Enforcement, and Compliance Capabilities

---

February 11, 2025

*Washington, DC* – Wiley is pleased to announce that former senior Federal Trade Commission (FTC) official Ian L. Barlow has joined the firm as of counsel, practicing at the intersection of FTC Regulation, Privacy, Cyber & Data Governance, and Telecom, Media & Technology (TMT). With a decade of FTC experience, Barlow brings a deep understanding of regulatory and enforcement matters, including privacy, marketing, and other complex consumer protection issues. His arrival further strengthens Wiley's ability to counsel clients on complex regulatory issues in emerging areas like artificial intelligence (AI) and advocate effectively before federal and state agencies.

"Ian's significant FTC experience will be invaluable to our clients," said Wiley Managing Partner Peter D. Shields. "His firsthand knowledge of the agency's procedures will deepen our strategic guidance to clients facing government scrutiny. Ian's experience squarely fits into our growing roster of former government officials who provide unmatched insight and advocacy. With his arrival, we are reinforcing our commitment to helping clients stay ahead of evolving legal and compliance challenges, ensuring they are well-prepared to navigate the complexities of consumer protection issues."

Prior to joining the firm, Barlow served as Deputy Director of the FTC's Office of Policy Planning and held senior roles throughout the agency including at the Bureau of Consumer Protection. During his tenure, Barlow worked directly with FTC leadership on high-profile enforcement and policy initiatives. His extensive experience leading investigations, advising on consumer protection matters, and litigating enforcement actions further strengthens Wiley's ability to guide clients

## Related Professionals

---

Ian L. Barlow  
Of Counsel  
202.719.4994  
ibarlow@wiley.law

Peter D. Shields  
Managing Partner  
202.719.3249  
pshields@wiley.law

Duane C. Pozza  
Partner  
202.719.4533  
dpozza@wiley.law

## Practice Areas

---

FTC and Consumer Protection  
Privacy, Cyber & Data Governance  
Telecom, Media & Technology

through FTC compliance and effectively advocate for clients ranging from public companies to small and emerging businesses in high-stakes FTC-related matters.

Duane C. Pozza, a former FTC official and chair of Wiley's FTC Regulation Practice, added, "Ian's arrival further enhances our ability to advise clients as they navigate increasingly complex regulatory challenges. His significant institutional knowledge, investigative experience, and work on cutting-edge issues at the agency ensure that we remain at the forefront of providing proactive, forward-thinking counsel."

At Wiley, Barlow's practice will focus on representing companies in FTC and state investigations and advocacy related to marketing, advertising, billing, data privacy, and AI matters, while also providing strategic compliance counsel across an array of FTC statutes and regulations including the Children's Online Privacy Protection Act (COPPA), Restore Online Shoppers Confidence Act (ROSCA), Telemarketing Sales Rule (TSR), and Fair Credit Reporting Act (FCRA). He also brings extensive experience on federal and state right-to-repair issues and robocall enforcement matters. Barlow joins Wiley's elite group of lawyers and advisors who have high-level government positions, further expanding the firm's regulatory, enforcement, and compliance capabilities.

"I am excited to join this esteemed Wiley team at such a critical time," said Barlow. "As regulatory scrutiny intensifies, businesses need forward-thinking strategies to mitigate risks and stay compliant. I look forward to leveraging my experience to help clients navigate complex enforcement challenges, engage effectively with regulators, and implement industry-leading best practices."