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SERENA VISWANATHAN is Associate Director of the FTC's Division of Advertising Practices, which promotes truth in advertising and tackles deceptive and unfair practices through law enforcement, industry guidance, policy discussions, and education. Ms. Viswanathan has held positions at all levels of the agency, including Acting Deputy Director in the Bureau of Consumer Protection, where she advised senior agency leaders on pending enforcement matters and legal and policy issues affecting the agency's consumer protection mission. She started her FTC career as a staff attorney in 2000. Ms. Viswanathan received a J.D. from Georgetown University Law Center and a B.A. from the University of California, Berkeley.