

Daniel L. Jaffe
Executive Vice President, Government Relations

Dan Jaffe joined the Association of National Advertisers, Inc. in 1985 as Senior Vice President and head of ANA's Washington office. He was promoted to Executive Vice President in 1989.

Previously, Mr. Jaffe spent 11 years on House and Senate staffs and was committee counsel to the Senate Commerce, Science and Transportation Committee. After receiving his master's degree in Public and International Affairs at Princeton, he earned his law degree at the University of California at Berkeley.

Since 1985, Mr. Jaffe has been a principal architect of the advertising industry's strategy of expanding the First Amendment protection of advertising. Mr. Jaffe has worked with leading constitutional scholars and advertising advocates to elevate the legal status of commercial speech. Contemporaneously, Mr. Jaffe has been an energetic advocate of advertising rights on Capitol Hill, before the Federal Trade Commission, and in a wide range of public forums.

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