

C. LEE PEELER

C. Lee Peeler, Esq., is President and CEO of the National Advertising Review Council (NARC) and Executive Vice President, National Advertising Self-Regulation, Council of Better Business Bureaus (CBBB).

As NARC President, Mr. Peeler is responsible for leading the advertising industry's system of self-regulation, a system dedicated to fostering truth and accuracy in advertising. He oversees the operation of NARC investigative and appeals units; briefs elected officials on self-regulatory initiatives, works to expand advertising self-regulation to industries that are not yet regular participants and consults with representatives of foreign governments on the value of industry self-regulation.

Mr. Peeler joined NARC in 2006, following a 33-year career at the Federal Trade Commission (FTC), where he held a number management positions. While at the FTC, he served as Associate Director of the Division of Advertising Practices (1985-2001) and Deputy Director, Bureau of Consumer Protection (2001-2006.)

He has spoken and testified widely on consumer protection issues including truth in advertising, consumer credit, electronic commerce, privacy and data security. Mr. Peeler received his B.A. and J.D. degrees from Georgetown University.