



1919 S. Eads St.
Arlington, VA 22202
703-907-7600
CTA.tech

February 19, 2025

Ms. Susie Wiles
Chief of Staff
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Ms. Wiles,

Congratulations on your new role! At a time of rapid changes in technology and intense global competition, your leadership will help shape policies that ensure America remains the world's military and economic leader.

At CTA, we represent more than 1200 American tech companies—startups, scale-ups, and global leaders—who are building the future. We also own and produce CES, which was held in Las Vegas in January and attracted over 4500 exhibiting companies, including 1400 startups, redefining artificial intelligence (AI), digital health, mobility, and quantum computing.

If America wants to stay ahead, we must bulldoze the roadblocks and embrace a simple formula: less red tape, more risk-taking.

Here's what that looks like:

AI: Leading the World, Not Choking on Regulations

We applaud the Trump-Vance administration's recent executive order setting a 180-day timeline for an AI "action plan." This is a critical reset. AI is the most transformational technology of our time, and, as Vice President Vance powerfully stated in his speech last week, the government's role should be simple: support innovation, don't strangle it.

What we don't need? A regulatory mess where AI laws in California, Texas, and Virginia all look different. That's a compliance disaster—especially for startups. AI is global, not local. Let's make a smart, national policy that fosters growth, not fear.

Autonomous Vehicles (AVs): Time to Go All In

AVs will save thousands of lives, lower healthcare costs, boost supply chains, and create jobs—yet the U.S. risks falling behind China. Why? President Biden shifted from AVs to electric cars and we suffer from outdated rules. We need to fast-track a framework that allows AV testing and deployment. We don't need steering wheels and brake pedals on Level 4 and 5 vehicles just because that's how things used to be. Let's lead this revolution, not regulate it into oblivion.

Competition: Protect Consumers, Not Bureaucracies

The U.S. should celebrate mergers and acquisitions—not punish them. Startups need exits to thrive. The reality is, without acquisitions, fewer entrepreneurs get funded, fewer ideas turn into businesses, and China wins. It's time for a pro-growth approach that rewards competition, not protects outdated incumbents.

Connectivity: More Access, More Innovation

Innovation thrives when everyone is connected. The U.S. needs to be aggressive on spectrum policy—expanding high-speed broadband using licensed and unlicensed technologies, fixing inefficient spectrum use, and giving the Federal Communications Commission back its auction authority. Connectivity isn't a luxury – it's the foundation for AI, smart cities, remote work, and digital health.

Cybersecurity: Smarter Solutions, Not More Mandates

IoT security is a big deal. But heavy-handed, one-size-fits-all government mandates won't work. We urge the Trump administration to support the voluntary U.S. Cyber Trust Mark program, which empowers consumers to make informed decisions about the security of their connected devices.

Digital Assets: America Must Lead, Not Fall Behind

President Trump's executive order on digital assets was a welcome step toward real regulatory clarity. The U.S. has a chance to own the global digital asset market, but that means fostering innovation, not crushing it with overregulation. A smart approach welcomes innovation while cracking down on fraud.

Energy: The Backbone of Innovation

Plentiful and affordable energy is a prerequisite for technological advancement. To fuel innovation, we must embrace an all-of-the-above energy strategy. This diversified approach will ensure a reliable energy supply, powering everything from data centers to electric vehicles, and keeping America competitive on the global stage.

Healthcare: AI and Digital Health Can Fix What's Broken

America's healthcare system is expensive, inefficient, and stretched thin. Tech can change that—AI can cut paperwork, telehealth can expand access, and digital tools can revolutionize patient care. But regulations are standing in the way. The first Trump administration championed telehealth policies that increased access for millions of Americans—this should continue.

Privacy: One Law, Not 50 Different Ones

A patchwork of 50 different state privacy laws is a nightmare. It's bad for businesses, confusing for consumers, and impossible to enforce. The U.S. needs one, clear federal standard—not a mess of conflicting rules that slow down progress.

Trade: Tariffs Hurt More Than They Help

Tariffs should be a tool, not a tax on American businesses and consumers. We get the need for leverage, but tariffs shouldn't be the go-to solution for every problem. Smart trade policy strengthens U.S. innovation—bad trade policy weakens it. Let's be strategic.

The Trump-Vance administration can make the U.S. the world's ultimate launchpad for innovation. That means saying yes to bold policies and no to bureaucratic inertia. Let's get out of the way and let founders, engineers, and builders do what they do best—create the future.

CTA is ready to partner with you, President Trump, Vice President Vance, and Congress to unleash the next wave of American innovation.

Let's make it happen.

Sincerely,



Gary Shapiro
CEO and Vice Chair
Consumer Technology Association



Kinsey Fabrizio
President
Consumer Technology Association