

THE NATIONAL
LAW JOURNAL**GOVERNANCE, RISK & COMPLIANCE**

TRAILBLAZERS & PIONEERS 2014

CHERYL A. FALVEY

CROWELL & MORING

PIONEER SPIRIT Cheri Falvey's first cases as a young litigator involved design defects, so she quickly became cognizant of how federal regulations impacted the parties—and the jury—in a case. "When it came to products and foods and chemicals, the federal regulatory scheme often defined how things played out in the courtroom." After 18 years as a litigator, Falvey was named General Counsel of the Consumer Product Safety Commission, where she stayed for almost five years before joining Crowell & Moring in 2012."

TRAILS BLAZED Falvey joined the CPSC when the agency was being reauthorized by Congress via the Consumer Product Safety Improvement Act of 2008, and she helped to implement this major piece of legislation. "The biggest lesson I learned was how political and public policy forces shape legislation and play out in the media—and social media—to impact regulatory bodies." During her time at the CPSC, they built a publicly searchable database for consumer complaints. "That information, coupled with complaints about products, can really drive action at a regulatory agency."

FUTURE EXPLORATIONS Falvey sees a shift from traditional consumer safety toward security. "There's technology in so many products: toys, appliances, smartphones. Consumers are not just demanding safe products; they are requiring secure products." Falvey also points out the timeline for action is much quicker due to social media. "An issue pops up on a company's Facebook page or in a blog, and we are dealing with a problem on the east coast before anybody's even awake in the west."

