



United States

Consumer Product Safety Commission

November 19, 2025

Consumer Product Safety Commission Acting Chairman Peter A. Feldman Announces Key Senior Staff Appointments

WASHINGTON, D.C.--Today, Peter A. Feldman, Acting Chairman of the U.S. Consumer Product Safety Commission (CPSC) announced a slate of new key senior staff appointments:

Dr. Hala Nsouli to serve as Deputy Director for the Office of Risk Reduction. Prior to joining CPSC, Dr. Nsouli served as Assistant Inspector General for Technology Solutions at the U.S. Small Business Administration (SBA), where she led AI-driven fraud detection strategies and enhanced oversight of a \$1 trillion lending portfolio. She also served as Data Analytics Director in the SBA Office of the Inspector General. Dr. Nsouli holds a doctorate in Epidemiology and a master's degree in Public Health from The George Washington University and is currently pursuing a Master of Engineering in Artificial Intelligence and Machine Learning.

Elizabeth Puchek to serve as Chief Data Officer. Before joining CPSC, Ms. Puchek served as the Chief Data Officer for U.S. Citizenship and Immigration Services, where she revolutionized how the agency consumed and shared data, integrated data silos, and streamlined operations. She also spent eight years at U.S. Customs and Border Protection in various roles. Ms. Puchek has a bachelor's and master's degree in Architectural Engineering from The Pennsylvania State University.

Shira Rawlinson to serve as Director of the Office of Communications. Prior to joining CPSC, Ms. Rawlinson was Vice President of Communications at the U.S. Chamber of Commerce, where she led regulatory, policy and legal communications for some of the Chamber's biggest priorities. Previously, Ms. Rawlinson was Assistant Director of Communications at the Institute for Justice. She has a B.A. in American Studies from the University of California, Davis.

Dana Smullen to serve as Policy Advisor in the Office of the Chairman. Ms. Smullen has been at CPSC since June 2024, most recently serving as Policy Advisor for former Commissioner Doug Dziak. Her previous government service includes work on health and early childhood policy in the U.S. Senate. She also worked as an administrator and in the classroom in an elementary school. Ms. Smullen has a B.A in Political Science from Miami University.

"CPSC continues to attract top talent to join its senior staff, making an already strong leadership team even stronger," said CPSC Acting Chairman Peter A. Feldman. "I'm excited to have Hala, Elizabeth, Shira and Dana bring their combined decades of experience to the agency, and I thank them for their commitment to protecting American consumers."

###