

# Donnelly McDowell Quoted by Direct Selling News

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Partner and Advertising and Marketing practice group chair [Donnelly McDowell](#) was quoted by Direct Selling News in their article, "When Compliance Leadership Becomes a Growth Strategy." The article discusses the Direct Selling Compliance Professional certification program and its advantages for companies. Donnelly said regulators increasingly focus on whether companies can show that their compliance programs operate actively, not simply exist on paper.

"Companies need to demonstrate that they are training their organizations, monitoring communications and responding when issues appear," Donnelly said. "Those elements together show regulators that a compliance program is working."

Read the full article [here](#).