



DEVON GOODALL

DIRECTOR OF REGULATORY POLICY

Washington, D.C.

202.772.5373

dgoodall@atllp.com



Devon Goodall has nearly two decades of experience working in governmental positions, government relations and the financial services industry. As Director of Regulatory Policy for AT Government Strategies, she focuses on working with clients in the securities industry to identify emerging trends, public policy issues and advocacy strategies.

A registered lobbyist in multiple states, Devon has overseen the legislative and regulatory public policy for a Fortune 500 company and helped shape the firm's public stance on pressing issues. She has managed relationships with industry trade associations and led grassroots advocacy efforts, as well as overseeing and fundraising for political action committees.

BACKGROUND

Prior to joining ATGS, Devon was Senior Policy Director of Government Relations for a national wealth management and financial services firm, responsible for overseeing the firm's advocacy agenda and policy priorities. She also has government and political campaign experience working for the former Massachusetts Governor Charles D. Baker.

EDUCATION

- Wake Forest University (B.A.)
 - Politics and International Affairs, Art History

CHARITABLE AND CIVIC INVOLVEMENT

- Big Brothers Big Sisters of Eastern Massachusetts, Board of Advisors; Former Big Sister, Young Professionals Committee Chair and Big League Member
- City Awake, Advisory Board (2020-2024)

THOUGHT LEADERSHIP

February 11, 2026

FINRA Proposes to Finalize Updates to Outside Business Activity Rules

December 2, 2025

Key SEC Updates: New Examination Priorities, No-Action Relief for Brokerage

Payments to Unregistered Entities and Expanding Permissible Crypto Custodians

September 12, 2025

NASAA Adopts Amendments to Statement of Policy for Non-Traded REITs