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Artemis Malekpour is a partner in the litigation consulting firm of Malekpour & Ball. With a background in psychology and psychiatric research, she specializes in focus groups, case strategy, damages and jury selection. Artemis did her undergraduate work at the University of North Carolina at Chapel Hill, followed by a Master's in Healthcare Administration from UNC's School of Public Health. After several years of working in the Department of Psychiatry at UNC Hospitals, Artemis went on to earn a degree with honors from Duke Law. Artemis' path to litigation consulting began while still in law school, interviewing jurors post trial in both civil and death penalty cases. This experience early on focused her attention on identifying what drives decision-making as well as the importance and skill of framing an argument in a more productive, simple and persuasive way. A member of the North Carolina State Bar, Artemis has consulted on a wide variety of cases across the country. Through years of conducting jury research, observing deliberations and moderating discussions, she has a knack for identifying potential landmines, analyzing each case from the decision makers' perspective.