

Focus Groups The Gold Standard

Featured Speakers

Rodney Jew

Rodney Jew is the President and founder of CDS, a litigation strategy firm located in Palo Alto, California. CDS focuses on complex litigation often involving multiple defendants and/or class action matters and teaches an approach to litigation management and trial planning that incorporates learning, communication and design principles when communicating with jurors. Rodney primarily consults with Fortune 100 companies and the law firms representing those corporations. His experience spans the range of complex litigation, including multiple defendant and multiple plaintiff cases as well as individual case and class actions around the world.

Debra Miller

Debra Miller has worked closely with David Ball as a consultant and jury researcher since 2001. She brings a unique



perspective to the firm from her 20+ year career in advertising, market research, and communications. Her work delves beyond verbal and visual responses to discover the core instincts that drive juror perceptions and decision-making.

Through her GOOD WORKS approach, many trial lawyers have begun effectively changing the actions and public images of plaintiff's lawyers across the country. She has helped lawyers with their websites, advertising, and community-based programs.

She is widely recognized for her ability to spot and deal with both open and covert opposition strengths.

James B. Lees Jr., Esquire

Charleston, West Virginia

Jim Lees is a principal with the firm of *Hunt & Lees* in Charleston, West Virginia. He provides communication



consulting services to businesses and attorneys throughout the nation. As a former Deputy District Attorney in Pittsburgh, Lees successfully prosecuted 44 first-degree murder cases and 6 death penalty cases. Litigating both civil and criminal cases in private

practice throughout the United States since 1984, he has tried more than 250 jury trials to verdict. He now consults frequently throughout North America on persuasive communications for businesses, political candidates, and attorneys.