

SAMANTHA D. HOLMES, PHD

PARTNER

Dr. Samantha (Sam) Holmes earned her doctorate in Social Psychology at the University of Michigan in Ann Arbor. Sam has worked in the field of jury psychology for over a decade and has worked with clients on hundreds of different cases—including intellectual property, pharmaceutical, product liability, tobacco, corporate fraud, antitrust, contract disputes, employment, insurance, toxic tort, securities, and medical and professional malpractice. She has worked on cases in a wide variety of venues including those in Illinois, New York, Pennsylvania, Florida, Texas, West Virginia, New Hampshire, Vermont, California, and even Alaska. She has helped attorneys from around the country develop persuasive strategies for both trial and mediation. Sam’s training and experience have made her highly skilled at data collection and interpretation, statistical analysis, and juror profiling and have given her impeccable interpersonal skills. Sam has written several published articles and served as a faculty lecturer at many law firms, as well as regional and national conferences including ones sponsored by the American Bar Association and the Defense Research Institute.

Sam and her colleagues at EDGE Litigation Consulting LLC often help clients understand and identify the strengths, vulnerabilities, risks and opportunities of their cases by conducting pre-trial jury research. Additionally, she and her colleagues help lawyers prepare witnesses and develop strategies to make them confident and persuasive communicators at deposition and trial. Sam also helps clients in court with jury selection and helps the trial team develop ongoing trial strategy through opening statement analysis, trial monitoring and shadow juries. She also assists lawyers in understanding how jurors evaluated actual cases through conducting post-trial interviews.

When Sam is not helping attorneys tackle high-profile cases, she enjoys traveling and tackling the world’s best roller coasters.

To learn more about Sam’s background, skills, and consulting practice, visit her [LinkedIn page](#).

EDUCATION

- Ph.D. (Social Psychology); University of Michigan, Ann Arbor, Michigan
- M.A. (Experimental Research Psychology); University of Michigan, Ann Arbor, Michigan
- B.S. (Psychology, summa cum laude); University of Memphis (Honors College), Memphis, Tennessee

PRIOR EXPERIENCE

- Senior Consultant, R&D Strategic Solutions LLC
- Senior Research Associate, DecisionQuest, Inc.
- Instructor and Counselor, University of Michigan, Department of Psychology

CONTACT INFORMATION

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Selected Presentations

“Work It! Tips for Maximizing Women’s Special Skills to Win over Jurors and Clients.” Kirkland and Ellis’s Women’s Leadership Initiative Meeting. Chicago, Illinois, September 2012.

“More than Just a Guess: How Jury Research and Strategic Jury Selection Can Reduce Errors During Voir Dire.” Jenner and Block Attorney Meeting. Chicago, Illinois, October 2011.

“The Last 60 Days Before Trial.” American Bar Association National Legal Malpractice Conference. San Francisco, California, September 2011.

“Creating Credibility with Jurors in the Courtroom: Some Thoughts for Women Attorneys.” Defense Research Institute Sharing Success—A Seminar for Women Attorneys. Scottsdale, Arizona, March 2010.

“More than Just a Guess: Using Jury Research and Strategic Jury Selection to Win an Insurance Case.” Tennessee Defense Lawyers’ Association Fall Meeting, Lexington, Kentucky, October 2009.

“Persuasion in Labor and Employment Law in the New Millennium: A Few Thoughts from Jury Research on Employment Cases” South Texas College of Law Twenty-Second Annual Employment Law Conference, Houston, Texas, July 2009.

“Jury Selection Techniques to Win an Insurance Case” Defense Research Institute Insurance Coverage and Claims Institute, Chicago, Illinois, April 2009.

“Effective Closing Arguments in a Toxic Tort Case: What Matters to the Jury?” Defense Research Institute Toxic Torts and Environmental Law Seminar, Phoenix, Arizona, March 2009.

“Mastering the Jury for Success in Insurance Litigation at Trial” American Bar Association Insurance Litigation Session, Tucson, Arizona, March 2009.

“What Happens When HR Gets Deposed? A Survival Guide” Advanced Employment Issues Symposium, Nashville, Tennessee, October 2008.

“Employers Who Get Sued; Employers Who Don’t,” South Texas College of Law Twenty-First Annual Employment Law Conference, Houston, Texas, July 2008.

“A Look at Changing Juror Perceptions,” Minority Corporate Counsel Association Seventh Annual CLE Expo, Chicago, Illinois, March 2008.

“Persuasion and Communication in a New World,” South Texas College of Law Twentieth Annual Employment Law Conference, Houston, Texas, July 2007.

“Understanding Employment Cases: Lessons for Dealer Counsel,” Third Annual National Association of Dealer Counsel Conference, Dallas, Texas, March 2007.

“How Jurors Evaluate Key Issues in Second Hand Smoke Cases,” Twentieth Annual FELA Occupational Claims Litigation Seminar, Boulder, Colorado, June 2006.

“Convincing a Cynical Crowd: Understanding How Jurors Process Employment Disputes,” Seyfarth Shaw, Houston, Texas, February 2006.

“More Than Just a Guess: Using Jury Research and Strategic Jury Selection to Reduce Errors During Voir Dire,” Connelly, Baker, Maston, Wotring & Jackson, LLC. Annual Attorney Retreat, San Antonio, Texas, October 2005.

“Defending Corporate Employers,” McGuire Woods Annual Employment Seminar, Charlottesville, Virginia, March 2004.

“Understanding Employment Cases,” Texas Bar Association Conference, Houston, Texas, June 2003.

Samantha D. Holmes, PhD (cont.)

Selected Publications

“Regaining the Trust of Today’s Jurors” The 2011 International Comparative Legal Guide to: Product Liability, with Dr. Dan Jacks.

“Creating Credibility with Jurors in the Courtroom: Some Thoughts for Women Attorneys.” Defense Research Institute Sharing Success—A Seminar for Women Attorneys. Scottsdale, Arizona, March 2010.

“Meeting Jurors’ Expectations in Toxic Tort Litigation.” Defense Research Institute Toxic Torts and Environmental Law Seminar, Phoenix, Arizona, March 2009.

“Mastering the Jury: Winning Jury Research and Voir Dire Techniques.” American Bar Association Insurance Litigation Seminar, Tucson, Arizona, March 2009, with Christopher W. Martin, Esq. of Martin, Disiere, Jefferson & Wisdom, L.L.P., Houston, Texas.

“Diversity in the Courtroom: Navigating the Land of Stereotypes, Claptrap, Myths and Missed Opportunities.” Defense Research Institute’s Diversity for Success Seminar, Chicago, Illinois, June 2008, with Dr. Rick Fuentes.

“Who Should Speak For You?” Inside Litigation, Winter 2006, with Dr. David Davis and Dr. Galina Davidoff.