

DAN JACKS, PHD

PARTNER

Dr. Dan Jacks loves to help attorneys persuade skeptical jurors. He believes jurors can still be convinced to find in favor of large corporations, even in today's distrustful climate, as long as attorneys (and witnesses) can speak directly and clearly to jurors' concerns. Dan has helped attorneys win high-stakes cases in several notoriously plaintiff-friendly venues across the country. Dan consults and does jury research and jury selection on a huge variety of cases, including cases involving refinery explosions, well blowouts, plane crashes, intellectual property, and insurance companies accused of bad faith. He does a great deal of work in Texas and Louisiana, but has worked in nearly every state, including Alaska.

Dan also enjoys working with witnesses to help them deliver impactful messages under pressure. His approach with witnesses is pragmatic, but not at all like traditional witness preparation. After working with Dan, witnesses report that they are calmer and more focused during their testimony and attorneys report that the witness' testimony is clearer, simpler and more compelling.

Dan has written many articles on the latest topics in jury persuasion and he is a popular speaker at legal conferences. Dan lives in Houston with his wife and two daughters.

EDUCATION

- Ph.D. (Clinical and Research Psychology); Texas A&M University
- B.S. (Psychology); Baylor University

PRIOR EXPERIENCE

- Senior Consultant, R&D Strategic Solutions LLC
- Director, DecisionQuest, Inc.

CONTACT INFORMATION

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Dan Jacks, PhD (cont.)

Selected Publications

The Impact of Social Media on Today's Trials: Choosing the Jury and Convincing the Jury (2011). Butler Snow, *Pro Te Solutio*. (in press)

Regaining the Trust of Today's Jurors (2011). *The International Comparative Legal Guide to Product Liability 2011*, with Dr. Samantha Holmes.

The Missing Link (2007). *Defense Counsel Journal*, with Dr. Mark Sobus.

Jury Research: Ensuring You Get All It Has To Offer (2005). *Managing Product Liability Risks*, with Dr. Mark Sobus.

The Appeal of Junk Science (2003). *For The Defense*, with Dr. Mark Sobus.

Jurors' Views of a New Class of Plaintiffs (2002). *For The Defense*, with Dr. Mark Sobus. (reprinted in the *Texas Paralegal Journal*, Summer 2003).

The Risks of Attacking the Plaintiff (2002), *For The Defense*, with Dr. Mark Sobus.

Defending Against Claims of Medical Negligence (2001). *For The Defense*, with Dr. Mark Sobus. (reprinted in the *Texas Paralegal Journal*, Spring 2003).

Selected Presentations

"How to Prepare for a Federal Trademark Trial" Presented at the International Trademark Association Annual Meeting, Orlando, Florida, May 2016.

"Thinking Your Way Through Jury Selection" Presented for the National Institute for Trial Advocacy, New Orleans, Louisiana, January 2016.

"Trial Skills: Warnings, Experts, and General Causation" Presented at DRI's Drug and Medical Device Division Meeting, May 2015.

"Understanding Your Audience" Presented at Louisiana State University School of Law, Baton Rouge, Louisiana, August 2014.

"Thinking Your Way Through Jury Selection" Presented to the Kirkland & Ellis Institute for Trial Advocacy, March 2014.

"The Times Have Changed: How Today's Jurors Decide Patent Cases" Presented at Baker Botts, June 2013.

"Apple v. Samsung: Jury Selection in Patent Cases" Presented to the Houston IP Inn of Court, March 2013.

"Telling Your Story: How to Persuade a Jury to Find for the Big Bad Insurance Company." Presented to the 2011 Insurance Law Roundtable. Alfa International. New York, New York, June 2011.

"Panel Discussion: Mock Trials & Social Media Research." Presented to the Defense Research Institute's Product Liability Conference, New Orleans, Louisiana, April 2011.

"Thinking Through Jury Selection." Presented to National Institute of Trial Advocacy, New Orleans, Louisiana, January 2011.

"Masters of the Courtroom: Jury Selection." Presented to New Orleans Bar Association, New Orleans, Louisiana, December 2010.

"Why Well-Prepared Witnesses Crash and Burn." Presented to Lafayette Inns of Court, Lafayette, Louisiana, December 2010.

"Finding Jurors Who Can't Be Persuaded." Presented to Dinsmore & Shohl Insurance Practice Seminar, Dublin, Ohio, September 2010.

"Select Respect Connect: A Guide to Persuading Skeptical Jurors." Presented to the Louisiana State Bar Association, Asheville North Carolina, October 2008.

"Voiur Dire Demonstration." Presented to Kirkland and Ellis, Boulder Colorado, March 2008.

"Jury Selection in Bad Faith Cases." Presented to the Defense Research Institute's Insurance Bad Faith Seminar, Washington DC, June 2007.

"Medicine on Trial: How to Stand Up for Yourself." Presented to Texas Children's Hospital, Houston, Texas, June 2007.

"Masters of the Courtroom." New Orleans Bar Association, New Orleans, Louisiana, December 2006.

"Understanding Your Audience." Presented to the South Carolina Defense Trial Attorneys Association, Amelia Island, Florida, November 2006.

"What Jurors Want." Presented to the American Association of Legal Nurse Consultants, Houston, Texas, October 2006.

"The Ten Commandments of Voiur Dire." Presented at Louisiana State University Law School, August 2006.

"Jury Persuasion Today." Presented to the Inns of Court, Shreveport, Louisiana, March 2006.

"Jury Research and Juror Attitudes in Medical Malpractice Litigation." Presented to the Greater Houston Society of Health Risk Managers, Houston, Texas, February 2006.