



A2L CONSULTING



**A2L Profile:**  
**Laurie R. Kuslansky, Ph.D.**  
**Expert Jury Consultant**

## Bio

If you need case themes that ring true, transformed witnesses who perform “in the zone,” someone to shine a light on your blind spots, or have a tough case, help is on the way.

Dr. Laurie Kuslansky, expert jury consultant, brings new eyes and insights to veteran litigators, specializing in jury perspectives, jury selection, identifying vibrant case themes, instilling durable skills that yield real confidence in witnesses, and authentic commitment to solve client problems to overcome the most challenging case issues. She won't stop thinking about them till she figures them out, and she always does.

With a doctorate in Cognitive Psychology, having taught on the college and graduate levels, guest lecturing at Columbia Law School, and having supported thousands of cases, Laurie has a quick sense of the likely gaps in comprehension, persuasion and credibility in case presentations and the know-how to “teach” the trier(s) of fact effectively. Dr. Kuslansky identifies types of graphics to achieve the goal. Working closely with in-house capabilities, and able to bring together the best in breed across disciplines as needed, Laurie zealously supports her treasured clients and knows how to work within a budget. Thanks to 32 years of experience supporting litigation, Laurie can ramp up and join trial teams, offering valuable information, hour one. Whether through hourly consulting or expertly designed and implemented social science research, Dr. Kuslansky can anticipate and evaluate juror reactions to case facts, witnesses and trial strategies. She has a knack for getting to the bottom line, a unique instinct for what will backfire, and can often arm trial teams through hourly consulting alone, or with quantitative and qualitative data when focus groups and mock trials are desired.

The “science” of jury consulting can only take you so far. Laurie brings brilliance that goes the rest of the distance to reach successful trial strategies.

Dr. Kuslansky specializes in the full range of jury research; she has consulted on cases involving insurance coverage; breach of contract and fraud; securities fraud; employment and labor relations; intellectual property; product liability; personal injury; aviation; medical, legal, accounting, and auditing malpractice; toxic tort and environmental matters; criminal conspiracy; murder; and white-collar crimes. In addition to testifying on high-profile cases as an expert witness, Dr. Kuslansky has consulted on over 1,000 civil and criminal jury trials nationwide. Given her 32 years of trial experience and expertise, Dr. Kuslansky is often invited to speak to litigators and experts, both nationally and internationally.

## Contact

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## Bio

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She was on the editorial board of the American Lawyer – In The Jury Box, has provided CLEs to the New York State Bar Association, the New York City Bar Association, The Puerto Rican Bar Association, PLI, DRI and many other professional legal organizations and firms. Dr. Kuslansky also gives back to the community and provides pro bono services as well as serves as a volunteer member of the NYCLA (New York County Lawyers' Association) Task Force for Unemployed and Transitioning Lawyers.

Dr. Kuslansky holds a Ph.D. in cognitive psychology and an M.A. in linguistics from Columbia University, where she specialized in the development of effective communication skills. She has served as an expert witness and has assisted in various capacities on numerous government investigations (involving drug enforcement, counterfeiting, money laundering, murder and other sordid conduct).

Clearly an over-achiever, Dr. Kuslansky has published poetry and hasn't lost her sense of humor: in her "free" time, she has also published comedy.

## Resume

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### SPECIALIZED PROFESSIONAL COMPETENCE

- Trial strategy and tactics
- Witness and attorney evaluation and preparation
- Opening and closing statement analysis
- Case theme identification
- Development and implementation of persuasive communication strategies
- Jury profiling and Jury Selection
- Expert testimony

### EXPERTISE

- Psychology
- Linguistics
- Translation

### EXPERIENCE

- 33 years of trial consulting
- Consulted on over 1,000 civil and criminal cases
- Supported numerous regulatory commission hearings
- Expert witness: Ariel Sharon v. Time, Inc., libel trial, January 1983
- Translator: Deportation trial of Nazi war criminal for OSI (Office of Special Investigations), Baltimore, MD.
- Witness: Departments of Justice and the Treasury on the accuracy of translated material 1980-1992

### EDUCATION

- Ph.D., Psychology, Columbia University, 1992, Column I Doctoral Dissertation: "Referential Communication: The Skills Needed to Form Effective Messages to Promote Comprehension."
- M.A., Linguistics, Columbia University, 1979, magna cum laude
- B.A., Linguistics, Queens College, 1976, magna cum laude

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## PROFESSIONAL EMPLOYMENT HISTORY

- 2013 – Present Managing Director, Jury & Trial Consulting, A2L Consulting, New York
- 2012 – Present Expert Jury Consultant, Laurie Kuslansky
- 1999 – 2012 Senior Jury Consultant and Director of Client Development, TrialGraphix, New York
- 1998 – 1999 Trial Consultant, FTI Consulting, New York
- 1992 – 1998 Director, DecisionQuest, New York
- 1980 – 1992 Litigation Consultant; Expert Witness; Court Interpreter; Investigative Aid

## SELECTED PUBLICATIONS

- L.R. Kuslansky, Perspective: “More Than 12 Angry Men,” (with Ronald Beaton, M.B.A.), San Francisco Daily Journal (November 16, 2009)
- L.R. Kuslansky, “Why Gen Y Jurors Bring a New Dynamic into Deliberations,” ABA Section of Litigation Webzine, Quarterly Column – The Jury Box (April 2007)
- L.R. Kuslansky, “Focus Groups Identify New and Influential Force in Jury Box,” New York Law Journal (February 9, 2004)
- L.R. Kuslansky, “The New Normal Juror,” as columnist and member of Board of Editors for Litigation Strategies & Techniques, newsletter published by American Lawyer Media (October 2003)
- L.R. Kuslansky, “The New Normal Juror,” as columnist and member of Board of Editors for Litigation Strategies & Techniques, newsletter published by American Lawyer Media (October 2003)
- L.R. Kuslansky, “Dr. K. Sheds Some Light on Many Misconceptions About the Role of Trial Consultants,” as columnist and member of Board of Editors for Litigation Strategies & Techniques, newsletter published by American Lawyer Media (September 2003)
- L.R. Kuslansky, Contributor, “Detecting Fraud in Fraud Investigations, The Insider’s Guide,” by Ruth Brayer (Forensic Document Examiner), ASIS Int’l. (2000)
- L.R. Kuslansky, “What Matters to Jurors in Labor and Employment Matters?” HR Advisor, pp. 5-11 (November/December 2000)
- L.R. Kuslansky, “Who’s the Boss? CEOs in Litigation: Problems and Solutions,” Cover story: International Commercial Litigation (May 1999)
- L.R. Kuslansky, “The American Legal System: Justice or Just Us?” British Insurance Law Association Journal (March 1998)
- L.R. Kuslansky, “Witness Preparation: Hit or Myth?” Inside Litigation, Vol. 11 (2), pp. 13-16 (February 1997)
- L.R. Kuslansky, “Common Mistakes in Interpreting Jury Research,” with David S. Davis, Ph.D., Virginia Bar Association Journal, Vol. XXII, No. 1, pp. 7-9 (Winter 1996)

## INVITED LECTURES

- CLE: “Intellectual Aspects of Jury Selection in IP Cases,” Date: The Chicago Bar Association, Intellectual Property Law Section (October 3, 2012)
- CLE: “16 hour Bridge the Gap: Corporate and Litigation,” with David, J. Dean, Esq. and Ruth Brayer, New York City Bar Association (May 23, 2012)
- CLE: “Jury Selection: How to Make it Work for You,” with David J. Dean, Esq. and Glenn Dopf, Esq., New York State Trial Lawyers Institute, Inc. (NYSTLI) (March 20, 2012)
- CLE: “Trial, Error and Appeal,” with Lauren R. Goldman, Esq. and Robin N. Gregory, Esq., New York State Bar Association’s Eighth Annual Edith I. Spivack Symposium (January 24, 2012)
- Guest Lecturer: Columbia Law School, Advanced Litigation Seminar and The Big Case Seminar, with Robert A. Weiner, Esq., McDermott, Will & Emery and Jeffrey Kessler, Esq., Dewey & LeBoeuf LLP, New York (2008 – Present)

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## INVITED LECTURES

- CLE: “Stress and the Individual Litigant: Managing the Practical and Emotional Aspects of Litigation and Exploring Alternatives,” Volunteer Lawyers for the Arts, with Elena M. Paul, Esq., Executive Director, Volunteer Lawyers for the Arts; Jeffrey M. Dine, Esq., Litigation Attorney, Seward & Kissel LLP; and Peter H. Woodin, Esq., Mediator and Arbitrator, JAMS (November 7, 2011)
- CLE: “The Art and Science of Persuasive Story Telling,” Patterson, Belknap, Webb & Tyler, (September 15, 2011)
- CLE: “Effective Witness Preparation,” JPMorgan Chase, New York (September 13, 2011)
- CLE: “Strategies for Successful Deponent & Witness Preparation,” with Patrick G. Brady, Esq., Epstein, Becker & Green, P.C., New Jersey (July 28, 2011)
- CLE: “More Than 12 Angry Men,” Harris Beach LLP, New York (June 28, 2011)
- CLE: “ABCs for Jury Trials,” Kilpatrick Townsend & Stockton LLP, New York (May 4, 2011)
- CLE: “Jury Selection in Personal Injury Litigation,” with David J. Dean, Esq., Sullivan Papain Block and Luke M. Pittoni, Esq., Heidell, Pittoni, Murphy & Bach, New York State Trial Lawyers Association (March 13, 2011)
- CLE: “More Than 12 Angry Men,” (with Bruce Kaliner, Esq.), Mound Cotton Wollan & Greengrass, New York (January 13, 2011)
- CLE: “More than 12 Angry Men” – Trends and implications of today’s economy on jury trials, from selection to damages, with Blake Coppotelli, Esq., Sr. Managing Director, Kroll (January 26, 2009)
- CLE: “CPR: Choices, Pitfalls and Recommendations for your CSI-Court Investigations,” with Richard Plansky, Esq., BI&I Division of Kroll and Frederick Whitmer, Esq. (April 9, 2008)
- CLE: “Best Practices in terms of Legal Ethics,” with Frederick Whitmer, Esq. (November 7, 2007)
- CLE: “Stand and Deliver: The Art of Effective Witness Preparation,” New York City (May 8, 2007)
- CLE: “Winning by Persuasion,” Cozen & O’Conner, Philadelphia (March 1, 2006)
- CLE: “Effective Witness Preparation,” Thelen, Reid & Priest LLP, New York (January 31, 2005)
- CLE Series: “Effective Use of Demonstrative Evidence,” with Tessa Eckholm, Design Consultant, TrialGraphix (2004)
- CLE: “ABA Women in Product Liability Regional Meeting,” Stites & Harbison, New York (November 9, 2004)
- CLE: “Gathering and Presenting Evidence in the 21st Century,” Hodgson Russ, New York (October 29, 2004)
- CLE: “Effective Witness Preparation,” Feder, Kaszovitz, Isaacson, Weber, Skala, Bass & Rhine LLP, New York (October 14, 2004)
- CLE: “Creating & Using Persuasive Demonstrative Evidence,” Feder, Kaszovitz, Isaacson, Weber, Skala, / Bass & Rhine LLP, New York (August 19, 2004)
- Panelist, ABA 9th Annual Litigation Aviation Section: “Communicating to the jury through demonstrative evidence using 21st century technology” (June 3, 2004)
- CLE Series: “Creating & Using Persuasive Demonstrative Evidence,” Mound Cotton (May 12, 2004)
- WIPL Regional CLE Workshop: “Winning Litigation Strategies in the Age of the Vanishing Trial,” Women in Product Liability, American Bar Association Section of Litigation, New York City (November 9, 2004)
- “CLE: Jury Research and Consulting, Human Decision-Making and Persuasion in Litigation,” (1992 – Present)
- CLE: “Creating and Using Persuasive Demonstrative Evidence in Litigation,” Richards Spears Kibbe & Orbe, LLP, New York (July 27, 2004)
- “Convincing Jurors in Patent Cases: Experience from the Bench, Bar and Jury Research,” ABA Section of Intellectual Property, Summer IPL Conference, Toronto, Ontario (June 17, 2004)
- “Demonstrative Evidence: Communicating to the Jury through Demonstrative Evidence Using 21st Century Technology,” ABA Aviation Litigation Conference, New York City (June 3, 2004)

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## INVITED LECTURES

- CLE: “Creating & Using Persuasive Demonstrative Evidence,” Mound, Cotton, Wollan & Greengrass, New York (May 12, 2004)
- CLE: “Effective Witness Preparation,” Herzfeld & Rubin, New York (November 17, 2003)
- CLE: “Rodney Inn of Court in Wilmington, Delaware,” Richards, Layton & Finger, Wilmington, DE (March 11, 2003)
- CLE: “Boston Bar Association Panel Discussion,” Testa, Hurwitz & Thibault, LLP, Boston, MA (December 3, 2002)
- “What Matters to Jurors in Labor and Employment Matters,” Practicing Law Institute (June 2001)
- “Humor in the Courtroom,” ABA Annual Meeting, New York City (July 2000)
- CLE: ABA Annual Meeting: “Mass Torts: Consumer Salvation or Corporate Blackmail?” CLE Program: Tort and Insurance Practice Section, New York City (July 2000)
- CLE: “Jury Selection and Witness Preparation,” Indiana Continuing Legal Education Forum (ICLEF) (November 2000)
- “Trying an Insurance Coverage Case,” Policyholder Advisor Conference, New York City (June 1999)
- “Airplane Accident Reconstruction,” 5th Annual ABA Section of Litigation, Aviation Litigation Seminar, New York City (1999)
- “When Ignorance Is Bliss: Learning About Jurors,” Arthur T. Vanderbilt American Inn of Court, Roseland, NJ (1998)
- “Gender in Litigation,” Women in the Profession, Pennsylvania Bar Association, Pennsylvania (1998)
- “What to Focus on in Focus Group Research,” 4th Annual ABA Section of Litigation, Aviation Litigation Seminar, New York City (1998)
- “Gaining Competitive Advantage in Health Care Fraud Cases for Lawyers, Regulators, Risk and Claims Managers,” Insight Information, Inc., New York City (1998)
- “All About Jury Research,” Arnold & Porter, Washington, D.C. (1998)
- “Avoiding Titanic Thinking to Play Your Best Hand,” (how legal experience and preconceptions ill-prepare litigators), Vincent S. Hanneman American Inn of Court, Atlantic City, NJ (1998)
- “Witness Pitfalls and Strategies,” Associated Aviation Underwriters National Claims Managers’ Seminar, Short Hills, NJ (1998)
- “Dealing With the Race Card Without Being Trumped by Batson,” Thurgood Marshall American Inn of Court, Washington, D.C. (1997)
- “Global Changes in Aviation Litigation,” (evidence in the jury room, not in the courtroom), 9th International Aviation Law and Insurance Seminar, Lloyds of London Press, London (1997)
- “Crime Doesn’t Pay for Trial Consultants, or Does It?” (how criminal cases can budget for a trial consultant), Suffolk County Criminal Bar Association, New York City (1997)
- “Dealing With High-Profile Cases,” International Academy of Trial Lawyers, with Chief Justice Stanley Friedman, Hon. Richard M. Bilby, and Stephen Neal, Esq., Phoenix (1997)
- “Put on a Happy Face/ Liars’ Poker – What Nonverbal Behavior Tells Us in Litigation,” DRI (Defense Research Institute) Conference, San Diego (1997)
- “Maximizing Voir Dire,” Alexander Hamilton American Inn of Court, New York City (1997)
- “Gender in the Courtroom,” with Laura A. Brevetti, Esq., Westchester Bar Association, New York City (1996)
- “Effects of Jury Size: 6- vs. 12-Person Juries,” Thurgood Marshall American Inn of Court, Washington, D.C. (1996)
- “Gaining Competitive Advantage in the Courtroom: Persuasion Techniques for Experts,” with Hon. William S. Sessions, Hon. Robert J. Ward, and Hon. Alfred J. Lechner, Jr., Price Waterhouse Corporate Finance Recovery and Dispute Management Seminar, Washington, D.C. (1996)



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### INVITED LECTURES

- “Interesting Ways to Present Dull Testimony,” NYS Chapter of CPAs, Litigation Support Committee Annual Seminar, New York City (1995)
- “When It Pays to Have a Summary Jury Trial,” with Robert Braunschweig, Esq., NYS Chapter of CPAs, New York City (1994)

### PROFESSIONAL HONORS

- U.S. Department of Justice, D.E.A. Certificate of Appreciation, 1986
- U.S. Customs Service Certificate of Appreciation, 1989
- “Who’s Who of American Women,” 19th Edition, 1995, 1996
- “Who’s Who in American Business,” Strathmore Registry, 1997, 1998

### PROFESSIONAL ASSOCIATIONS

- American Psychological Association, Division 41: Psychology and Law
- American Society of Trial Consultants
- Member of the NYCLA Task Force for Unemployed/Transitioning Lawyers 2011 – present

## References

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**Robert A. Weiner, Esq.**

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