Merrie Jo Pitera, Ph.D.
CHIEF EXECUTIVE OFFICER
mpitera@litigationinsights.com

Dr. Pitera is a psychology and communications expert who specializes in complex litigation and trial consulting and has more than 26 years of experience in the field. She helps clients perform at their highest levels and has managed hundreds of cases during her career. She understands what’s at stake, and she knows how to help clients build persuasive themes.

Her areas of expertise include intellectual property, employment, commercial, environmental, and product liability/personal injury litigation. Merrie Jo is a perceptive listener and observer of jury dynamics and sentiments and provides clear insights into how they are likely to impact a case. In addition to being a jury specialist, Merrie Jo also prepares witnesses for depositions, trials and congressional hearings. She is a frequent national and international speaker on jury behavior and witness prep methods. She routinely publishes articles in a variety of law journals on jury selection and trial preparation. In February 2016, she published with her co-author, Dr. Barbara Hillmer, a book entitled, *Storytelling for the Defense: The Defense Attorney’s Courtroom Guide to Beating Plaintiffs at Their Own Game*.

Litigation Insights is a national, woman-owned company with more than 20 years of experience conducting jury research, developing trial graphics and assisting counsel with jury selection and case presentation during trial proceedings. As a full-service firm, the company provides everything from witness preparation and jury selection to trial graphics and courtroom technology. Litigation Insights is headquartered at 9393 W 110th St. #400, Overland Park, KS 66210 – www.litigationinsights.com. It also has offices in Minneapolis, Dallas and New Jersey.

**Education**

- Ph.D., Communication Studies, University of Kansas
- M.A., Social Psychology, University of Kansas
- B.A., magna cum laude, Psychology, Clemson University

**Professional Experience**

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<tr>
<th>Year</th>
<th>Title</th>
<th>Company/Location</th>
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<tr>
<td>2007-</td>
<td>Chief Executive Officer</td>
<td>Litigation Insights, Inc.</td>
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<td>Overland Park, KS</td>
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<td>1999-2007</td>
<td>Partner (Managing Partner in 2001)</td>
<td>Litigation Insights, LLC (formerly Center for Trial Insights – KS)</td>
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<td>Overland Park, KS</td>
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<td>1996-99</td>
<td>Senior Litigation Consultant</td>
<td>Center for Trial Insights</td>
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Selected Publications


Selected Professional Presentations


- Wray, T., Smith, W., & Pitera, M.J., (2019). Using Focus Groups to Develop Case Themes. Presentation to Kansas HCSF (Health Care Stabilization Fund), Topeka, KS.


Pitera, M.J. (2004). Mass Tort Crisis Management: Defending Corporate Clients in the Courtroom and in the Media (one of several speakers). DRI annual meeting, New Orleans, LA.


Professional Memberships

- Co-Chair of American Society of Trial Consultants Nomination Committee – 2013 to present
- Member of Women Who Mean Business. Selected by the Kansas City Business Journal as one of the 25 honorees for the annual award – 2010.
- Chair of the American Society of Trial Consultants Development Committee – 2009-2010, 2012-2013.
- Member, American Society of Trial Consultants – 1990 to present.
- Member of the American Psychology – Law Society, Division 41 of the American Psychological Association – 1999 to present.
- Chair of the American Society of Trial Consultants Presidential Funding Committee – 1999.