



Barbara Hillmer, Ph.D.

SENIOR CONSULTANT

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Dr. Hillmer has more than 27 years of experience in research, consulting and case management, working with clients to help them achieve their goals. Barbara is particularly skilled at interpreting quantitative and qualitative data to analyze cases from jurors' perspectives and structuring thematic narratives that appeal to jurors' sensibilities. In February 2016, she published with her co-author, Dr. Merrie Jo Pitera, a book entitled: [Storytelling for the Defense: The Defense Attorney's Courtroom Guide to Beating Plaintiffs at their Own Game.](#)

Her jury research projects have covered a wide range of matters including product liability, banking, financial services, employment and financial and securities litigation, as well as environmental litigation and toxic torts. Her background in communication and group dynamics allows her to develop persuasive case themes and strategies that connect with jurors.

Education

- Ph.D., Communication – Small Groups and Organizations, University of Kansas
- M.A., Communication, University of Kansas
- B.S., University of Wisconsin – Madison

Professional Experience

2003-	Senior Consultant Litigation Insights Overland Park, KS
1992-2003	Senior Consultant/Partner Hillmer Consulting Group Sprint Corporation CMA, Inc. Overland Park/Lawrence, KS
1989-1991	Administrator University of Kansas, School of Business Lawrence, KS

Selected Articles, Publications and/or Presentations

- Hillmer, B.C. (2019). [What Should I Expect from a Jury Research Report?](#) *Insights*.
- Hillmer, B.C. (2019). [4 Major Defense Weaknesses in Health & Safety Products Liability – Part 3.](#) *Insights*.
- Hillmer, B.C. (2019). [4 Major Defense Weaknesses in Health & Safety Products Liability – Part 2.](#) *Insights*.
- Hillmer, B.C. (2019). [4 Major Defense Weaknesses in Health & Safety Products Liability – Part 1.](#) *Insights*.
- Hillmer, B.C. (2016). [How Do I Connect with Jurors? The Role of Juror Analysis in Persuasion.](#) *Insights*.
- Pitera, M.J. & Hillmer, B. (2016). [Storytelling for the Defense – The Defense Attorney’s Guide to Beating Plaintiffs at Their Own Game.](#) Indie Books International, Oceanside, CA.
- Hillmer, B.C. (2016). [How to Best Connect Trial Evidence and Witness Testimony to Themes.](#) *Insights*.
- Hillmer, B.C. (2015). [What Are the Best Kinds of Clothes for Lawyers to Wear in the Courtroom?](#) *Insights*.
- Pitera, M.J., Hillmer, B.C. (2015). To Select or Deselect? Understanding Jury Trends for Jury Deselection. *Presentation for Ogletree Deakins*, Kansas City, MO.
- Hillmer, B.C. (2015). [How to Choose the Right Lawyer for You.](#) *Insights*.
- Hillmer, B.C. (2015). [Communicating Your Themes: Do I Have to Say My Case Themes Out Loud?](#) *Insights*.
- Hillmer, B.C. (2015). [The Problem with Stereotyping When It Comes to Jury Selection.](#) *Insights*.
- Hillmer, B.C. (2015). [When Is the Best Time for a Mock Trial to Be Conducted?](#) *Insights*.
- Hillmer, B.C. (2015). [Focus Group vs. Mock Trial: Which Is the Best Choice for You?](#) *Insights*.
- Hillmer, B.C., Pepper, J.M. & Quattlebaum, S.W. (2014). Stories, Themes & Trial Graphics: Maximizing the Likelihood of a Defense Verdict. *Presentation at the DRI Toxic Tort and Environmental Law Seminar*, New Orleans, LA.
- Hillmer, B.C, Pepper, J.M & Quattlebaum, S.W. (2014). *Seeing Is Believing: Twenty-First Century Courtroom Graphics Program at DRI Conference*, New Orleans, LA.
- Pitera, M.J. & Hillmer, B. (2012). [All Jury Consultants Are Not Created Equal: Do You Have the Right Consultant for Your Research? – Part II.](#) *Insights*.
- Pitera, M.J. & Hillmer, B. (2012). [All Jury Consultants Are Not Created Equal: Do You Have the Right Consultant for Your Research? – Part I.](#) *Insights*.
- Hillmer, B. & Gerchen, R. (2010). [Using the Story: The Importance of Developing Memorable Themes.](#) *Insights*.
- Hillmer, B. & Gerchen, R. (2009). [Getting the Story: Why Narratives Make a Difference.](#) *Insights*.
- Numerous presentations, workshops, and articles on communication, management and conflict resolution.
- Hillmer, B.H. & Cox, S.S. (2007). Selecting or deselecting a jury. *Presentation for the University of Missouri-Kansas City School of Law, Film and the Law Series*, Kansas City, MO.

- Hillmer, B.H. (1997). Dialogue as the Language of Change. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada.

Professional Memberships and Certifications

- Member, American Society of Trial Consultants
- Certified Mediator – Civil and Domestic Mediation
- Certified in the facilitation of small and large group processes (Future Search; SYMLOG)
- Former Commissioner, City of Lawrence, KS Human Relations Commission