



Keith C. Pounds, Ph.D.

SENIOR CONSULTANT

kpounds@litigationinsights.com

Keith is a Senior Consultant with 17 years of litigation consulting experience. He has worked on numerous complex, high-exposure cases, including antitrust, patent, trade secret, contract, whistleblower, employment, professional malpractice, product liability, and securities litigation. An expert in the fields of communication and storytelling, his practice area covers a variety of industries in venues across the country. Keith is adept at helping clients identify and develop compelling case themes and presentation strategies, providing quantitative and qualitative analysis through focus groups and mock trials and assisting attorneys with witness preparation, voir dire, and jury selection.

Prior to becoming a full-time jury consultant, Keith spent seven years in academia. During this period, he began working in a consultative nature with clients facing high-stakes litigation, assisting with case strategy, theme development, and effective delivery – and even developing a system for teaching attorneys how to use storytelling techniques to enhance their persuasive arsenal. He now puts these finely honed skills to work as a valuable part of the Litigation Insights team.

Education

- Ph.D., Communication Studies, Southern Illinois University, Carbondale, IL
- M.S., Communication Studies, Southern Illinois University, Carbondale, IL
- B.A., English & Communication, Southwestern University, Georgetown, TX

Professional Experience

2020-	Senior Litigation Consultant Litigation Insights, Inc. Chicago, IL
2017-2020	Senior Litigation Consultant Trial Behavior Consulting Chicago, IL

- 2014-2016 President and Senior Litigation Consultant
Jury Trial Dynamics, LLC.
Chicago, IL
- 2008-2014 Litigation Consultant
TrialGraphix
Chicago, IL
- 2006-2008 Associate Director
Academic Center for Excellence, University of Tampa
Tampa, FL
- 2001-2006 Assistant Professor
Department of Speech Communication and Rhetorical Studies,
Hofstra University
Hempstead, NY

Selected Publications

- Pounds, K. & Cook, K. (2021). [Is The Pandemic Courtroom Here To Stay? Adapting Advocacy for the Post-Pandemic World.](#) *USLAW Magazine (Summer)*, 30-31.
- Pounds, K. (2021). [Virtual Depositions Are Here to Stay.](#) *Insights.*
- Pounds, K. (2020). [Preparing Witnesses for the COVID Courtroom.](#) *Insights.*
- Pounds, K., & Minick, B. (2010). Storytelling in Legal Arguments. *For the Defense: Defense Research Institute: 10-14.*
- Pounds, K. (2006). [Speaking the Beyond: Loss and the Recuperative Grace of Voice.](#) *Text and Performance Quarterly 26: 309-312.*
- Pounds, K. (2005). [On Performative Writing: Recognition.](#) *Liminalities: A Journal of Performance Studies, 1.*
- Pounds, K. (1999). Book Review, Susan Broadhurst, Liminal Acts: A Critical Overview of Contemporary Performance and Theory. *Text and Performance Quarterly 21: 222-224.*

Selected Professional Presentations

- Pounds, K. & Cook, K. (2021). Defending Education: Juror Perceptions and Plaintiff Tactics. *State of Idaho Risk Management Program.* June 9, 2021.
- Pounds, K. & Marinakis, C.M. (2021). Preparing Drivers and Corporate Designees for Deposition. *Webinar for Great West Casualty Company.*
- Pounds, K. & Polavin, N. (2021). Best Practices in Defending Law Enforcement Cases. *State of Idaho Risk Management Program.* May 19, 2021.
- Pounds, K. (2021). How to Tell Your Case Story in an Age of Misinformation. *Presented to Chicago Bar Association.* Chicago, IL.
- Pounds, K. (2021). Practice Pointers for Remote Depositions. *Presented for Federal Bar Association, Minnesota Chapter, Class Action, Mass Tort, and Multi-District Litigation Practice Group.*
- Pounds, K. (2020). The Show Must Go On: Jury Trials Post-Pandemic. *Presented online for Idaho State Bar, Boise, ID.*
- Pounds, K. (2020). What Pandemic Misinformation Can Teach Us About Crafting Case Stories. *Presented online for Husch Blackwell, Overland Park, KS.*

- Pounds, K. (2020). The COVID-19 Courtroom: Changes in Juror Attitudes and Trial Presentation Strategies. Invited Speaker. *Presented for Young Lawyers Section of the Idaho State Bar, Boise, ID.*
- Pounds, K. (2019). The Polarization of the American Jury. Invited Speaker. *Presented to Law Department, Corporation Counsel for the City of Chicago, Chicago, IL.*
- Pounds, K. (2019). Juries and The Growing Mistrust of Science. Invited Speaker. *Presented to Law Department, Corporation Counsel for the City of Chicago, Chicago, IL.*
- Pounds, K. (2018). Effective Witness Preparation for City of Chicago Witnesses. Invited Speaker. *Presented to Torts Department, Corporation Counsel for the City of Chicago, Chicago, IL.*
- Pounds, K. (2018). Strategic Uses of Jury Research and Trial Consultants for Courtroom Success. Invited Speaker. *Presented for State of Idaho, Risk Management Program Civil Litigation Conference, Boise, ID.*
- Pounds, K. (2018). Evolving Issues in High Exposure Litigation. Invited Speaker. *Thompson Hine, Cleveland, OH.*
- Pounds, K. (2017). Jury Selection Techniques and the Use of Jury Focus Groups. Invited Speaker. *Presented by the ISBA Labor & Employment Law Section, Chicago, IL*
- Pounds, K. (2016). Jury Selection: Best Practices for the City of Chicago. Invited Speaker. *City of Chicago Law Offices, Chicago, IL.*
- Pounds, K. (2013). Current Trends in Voir Dire and Jury Consulting. Invited Speaker. *Loyola University School of Law, Chicago, IL.*
- Pounds, K. (2012). Voir Dire and Juror Profiles Training. Invited Speaker. *Securities and Exchange Commission, Miami, FL.*
- Pounds, K. (2012). To the Brink and Beyond – Confessions of a Jury Consultant. *CLE Presentation to Baker & Hostetler, New York, New York.*
- Pounds, K. (2012). An Insider’s View of Damages Experts in Patent Cases. Invited Speaker. *Charles River Associates, Chicago, IL*
- Pounds, K. (2012). Effective Witness Preparation. *CLE Presentation to Hunton & Williams, New York, New York.*
- Pounds, K. (2012). Voir Dire Strategies. Invited Speaker. *KITA: Kirkland Institute of Trial Advocacy, Chicago, IL.*
- Pounds, K. (2011). Trial Consulting 101. Invited Speaker. *American Society of Trial Consultants Annual Conference, Seattle, WA.*

Professional Memberships

- American Society of Trial Consultants
- National Communication Association
- Performance Studies International