



**JURY FOCUS, INC.**  
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Mock Trials • Focus Groups • Witness Preparation • Venue Surveys • Jury Selection • Shadow Juries • Post-Trial Juror Interviews

**MATT MILANO, PH.D.**

**Jury Focus, Inc.** 2003 – Present  
*President*

Provide trial consulting services to law firms, corporations and insurance companies nationwide. Areas of consultation include case analysis, strategy development, mock trials, focus groups, witness preparation, jury selection, community attitude surveys and change of venue surveys.

**TrialGraphix** 2001-2003

Miami, Atlanta, Chicago, New York, Los Angeles, Washington, D.C.

*President Trial Consulting*

Directed the operations of the litigation consulting division of a national presentation and litigation consulting services firm. Developed and oversaw the implementation of strategic plans and nationwide business development initiatives.

**Trial Behavior Consulting, Inc.,** San Francisco, Dallas, Miami, Los Angeles & Denver 1993-2001

*Vice President & Chief Operating Officer*

Developed and implemented strategic plans and nationwide business development initiatives of a professional consulting services firm. Oversaw finance and accounting functions and managed consulting staff. Advised corporations, insurance companies, and law firms regarding the most effective means to evaluate and resolve litigation.

**City Council, North Richland Hills, TX** 1998-2000

*City Councilman*

Oversaw annual operating and capital improvement budget of over \$90 million. Elected at large from a city population of 55,000+.

**Jury Research Institute,** Walnut Creek, CA 1990-1993

*Director of Research*

Consulted with corporations and law firms on issues related to the resolution of litigation, appropriate settlement positions, relevant jury variables and methods of strengthening trial presentations. Conducted mock trials, focus groups and statistical surveys nationwide.

**Veterans Administration Medical Center,** Martinez, CA 1989-1990

*Clinical Psychology Intern*

Consulted with multidisciplinary treatment teams in the design and delivery of services to inpatients and outpatients. Conducted individual and group therapeutic interventions.

**Research Consulting Group,** Athens, OH 1985-1989

*Principal*

Advised clients on issues related to research design and statistical analysis. Conducted data analysis and reported research findings.



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**Department of Psychology, Ohio University, Athens, OH** 1987-1989

***Instructor***

Taught undergraduate psychology courses.

**National Institute of Mental Health,  
Laboratory of Developmental Psychology, Bethesda, MD** 1983-1985

***Research Coordinator***

Designed and implemented research projects under a private grant. Managed interns and research associates; collected, analyzed and reported research data.

EDUCATION

Ph.D. in Clinical Psychology, Ohio University.

M.S. in Clinical Psychology, Ohio University

B.S. in Psychology with Honors, Statistics minor, University of Maryland.

BOARDS OF DIRECTORS

**Trial Behavior Consulting, Inc.** 1994-2001

National consulting services firm.

**American Society of Trial Consultants** 1997-2001

Board Member and Secretary/Treasurer (1998-2001)

National professional association of trial and litigation consultants.

**Richland Plaza Tax Increment Reinvestment Zone** 1998-2000

Oversaw tax increment financing for redevelopment of commercial property.

**Crime Control District, NRH, TX** 1998-2000

Evaluated and directed expenditures of annual crime control budget.

**Park and Recreation Facilities Development Corporation** 1999-2000

Oversaw annual budget for development of parks and recreation facilities.

**Town Center Tax Increment Reinvestment Zone** 1999-2000

Oversaw tax increment financing for \$63 million development of performing arts/business center, recreation and aquatic center, library and infrastructure improvements.

PROFESSIONAL LICENSES

Licensed Clinical Psychologist, California, Texas and Florida.

PUBLICATIONS AND PRESENTATIONS

Over 60 professional publications and presentations.

MEDIA INTERVIEWS

Numerous interviews with television and print media regarding legal and trial issues.



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**Matt Milano, Ph.D.**  
**Publications and Presentations**

- Milano, M.J., Matlon, R., Bonora, B. Island, D., and Sheldon, A. (June, 2008). Senior Trial Consultants at Work Case Demonstration – Case Strategy and Trial Themes. American Society of Trial Consultants, Chicago, IL.
- Milano, M.J., Matlon, R., Bonora, B., Island, D. and Sheldon, A. (June, 2008). Senior Trial Consultants at Work Case Demonstration – Jury Selection and Opening Statement. American Society of Trial Consultants, Chicago, IL.
- Milano, M.J., Matlon, R., Bonora, B. Island, D. and Sheldon, A. (June, 2008). Senior Trial Consultants at Work Case Demonstration – Witness Preparation. American Society of Trial Consultants, Chicago, IL.
- Milano, M.J. (2007, May). Mock Trial and Case Evaluation. Travelers Claims University, Windsor, CT.
- Milano, M.J. (2006, June). Developing Trial Themes, Preparing for Mediation/Settlement and What to Do If Your Case Proceeds to Trial. Travelers Claims University, Windsor, CT.
- Milano, M.J. & Cohen, D.A. (2003, January). Persuading Judges and Juries in Governmental Liability Cases. Defense Research Institute (DRI) Civil Rights and Governmental Tort Liability Seminar, New Orleans, LA.
- Milano, M.J. (2002, October). Shaping Opinions: Mold in the Jury Box? Mealey's Mold Litigation Conference, West Palm Beach, FL.
- Milano, M.J., et al. (2002, April). Trying *United States v. Microsoft* to a Jury. American Bar Association, Antitrust Litigation Section Annual Meeting, Washington, D.C.
- Milano, M.J., Cohen, D.A., Thavis, R.A., Dickey, T.S., Hannaford, J.K., Leuin, A.B., Rizzo, J.G., Schutte, S.T., & Walker, S.M. (March, 2002). Insurance and Technology - Trial Practice Session. American Bar Association, Insurance Coverage Litigation Section, Tucson, AZ.
- Milano, M.J., Cohen, D.A. & Adler, M. (2002, January). Integrating Trial Consulting, Graphics & Technology into a Litigation Practice. Nova Southeastern University – Shepard BroadLaw Center, Ft. Lauderdale, FL.



- Milano, M.J. (2002, January). Emerging Attitudes Regarding Mold and Sick-Building Litigation, Mealey's Litigation Report: Mold.
- Milano, M.J. (2002, January). Jury Issues in Nursing Home Litigation. Mealey's Nursing Home Litigation Conference, Marina del Rey, CA.
- Milano, M.J. & Fitzgerald, R. (2001, May). Case Evaluation. The Harmonie Group Conference, New York, NY.
- Milano, M.J., Geary, J. & Doolittle, P. (2001, January). Practical Insights Into Jury Selection. Mealey's Nursing Home Litigation Conference, Naples, FL.
- Milano, M.J., Ranieri, W. & McCrensky, J. (2000, June). The Business of Running Your Business: Practical Tips. American Society of Trial Consultants, St. Louis, MO.
- Milano, M.J. (2000, March). Assessing Litigation Risks and Reducing Uncertainties for Your Clients – Using Jury Research to Evaluate Cases: Lessons Learned About Assessing Case Value; Developing, Testing and Presenting Winning Trial Themes. CLE International Masters of Trial: Winning the Mega Verdict, Las Vegas, NV.
- Milano, M.J. (2000, January). Assessing Litigation Risks and Reducing Uncertainties: Using Jury Research to Evaluate Cases. Paper prepared for CLE International for the Masters of Trial Conference.
- Graeven, D.B. & Milano, M.J. (1999, August). Find Out What Works With A Jury: Developing and Testing Case Themes. The Defense Research Institute, New York, NY.
- Neece, J.A. & Milano, M.J. (1999, August). Witness Preparation: Strategies and Techniques. Jackson & Walker, Dallas, TX.
- Milano, M.J. (1999, July). Effective Trial Themes. Vial, Hamilton, Kock & Knox, Dallas, TX.
- Milano, M.J., Feldman, S., Lisko, K.O., Rothschild, J. & Zagnoli, T. (1999, June). Witness Preparation: Practical and Ethical Issues. American Society of Trial Consultants, San Diego, CA.
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- Milano, M.J. & Branthoover, C.M. (1999, May). Influencing a Jury. The Insurance Coverage Litigation Workshop of the Second National Conference for Women Insurance Professionals, Chicago, IL.
- Milano, M.J. (1999). Integrating Trial Consulting Into Mass Tort Litigation. In G.M. Kryder (ed.), American Bar Association Section of Litigation: 1999 Annual Meeting Course Materials (pp. 519-524). The American Bar Association, Washington, D.C.
- Milano, M.J. (1999, April). Products Liability: Real Mass Tort Litigation. American Bar Association Litigation Section Annual Meeting, Dallas, TX.
- Milano, M.J. (1999). Evaluating Damages & Liability: Jury Selection. In S.A. Karamanis (ed.), Damages: Defense Practice Seminar Course Book (pp. 51-60). The Defense Research Institute, Inc., Chicago, IL.
- Milano, M.J. & Graeven, D.B. (1999, March). Damages: The Trial Consultant. The Defense Research Institute, Las Vegas, NV.
- Milano, M.J. (1999, February). Jury Issues in Employment Discrimination Litigation. National Lawyers Association, Phoenix, AZ.
- Milano, M.J. & Neece, J.A. (1999, January). Jury Selection. The Inn of Court, Waco, TX.
- Milano, M.J. (1998, November). People, Politics & Persuasion: What Do Jury Consultants Really Do? The Society of American Military Engineers Conference, Fort Worth, TX.
- Milano, M.J. (1998, October). Jury Selection. National Lawyers Association Annual Meeting, Atlanta, GA.
- Milano, M.J. (1998, August). Trial Themes & Juror Attitudes. Continuing Legal Education Seminar, Kelly, Hart & Hallman, Fort Worth, TX.
- Milano, M.J. & Graeven, D.B. (1997, May). What Jurors Bring to Trial: Assessing Juror Attitudes in Trucking Litigation. Panel Presentation at the Transportation Mega-Conference III, New Orleans, LA.



- Milano, M.J. (1996, September 16). The Effective Use of Juror Questionnaires. Texas Lawyer, pages 26, 32.
- Milano, M.J. (1996, May). Witness Preparation: Strategy and Techniques. Continuing Legal Education Seminar, Brown, McCarroll & Oaks Heartline, Dallas, TX.
- Milano, M.J. (1996, May). Developing and Delivering Effective Trial Themes. Continuing Legal Education Seminar, Cantey & Hanger, Fort Worth, TX.
- Milano, M.J. (1996, April). Witness Preparation: Strategy and Techniques. Continuing Legal Education Seminar, Vial, Hamilton, Koch & Knox, Dallas, TX.
- Milano, M.J. (1996, February). Developing and Delivering Effective Trial Themes. Continuing Legal Education Seminar, Brown, McCarroll & Oaks Heartline, Dallas, TX.
- Graeven, D.B., Milano, M.J., Rushing, C. & Sweeney, J.P. (1995, May). Jury Experts - Shadow Juries, Jury Questionnaires, Voir Dire and More. Annual Meeting of the American Inns of Court, San Francisco, CA.
- Graeven, D.B. & Milano, M.J. (1995, April). Trial Preparation: Attitudes, Analogies & Metaphors. Pillsbury, Maddison and Sutro, San Francisco, CA.
- Milano, M.J. (1994, October). The Impact of J.E.B. v. Alabama on Jury Selection. Continuing Legal Education Seminar, Folger & Levin, San Francisco, CA.
- Milano, M.J., Lisko, K.O., McEvoy, P.J. & Rowland, P. (1994, May). Tactics and Techniques From Top Trial Consultants: The Case. Oregon State Bar Association, Portland, OR.
- Milano, M.J., Lilley, L.S., Bonora, B., Karton, J. & Monson, A.D. (1994, May). Tactics and Techniques From Top Trial Consultants: The Jury. Oregon State Bar Association, Portland, OR.
- Milano, M.J., Grant, B., Tsongas, J.E., Campo, A.J. & Francisco, R.P. (1994, May). Cross Cultural Influences in the Courtroom: How the Global Community Can Affect Jury Trials. American Society of Trial Consultants Annual Meeting, Portland, OR.



Milano, M.J. (1994, February). Litigation Management: Using Mock Trials to Evaluate Cases. Budget Rent-A-Car, Lisle, IL.

Graeven, D.B. & Milano, M.J. (1994, January). Jury Selection: Strategies and Tactics. Pillsbury, Maddison and Sutro, San Francisco, CA.

Milano, M.J. (1993). Keeping Corporate Clients Through Effective Early Case Evaluation. Inside Litigation, 7 (12), Prentice Hall Law & Business (Pub.).

Milano, M.J. (1993, June). Jury Selection and the Group Dynamics of Jury Deliberation. Yolo County Bar Association, Davis, CA.

Milano, M.J. (1993, June). Litigation Research: Tools and Applications. Bledsoe, Cathcart, Leahy & Diestel, San Francisco, CA.

Milano, M.J., Jones, S.E. & Rice, J.A. (1993, June). How to Persuade the Jury: Psychology and Advocacy. Golden Gate University, San Francisco, CA.

Milano, M.J. (1993, April). Jury Deliberations: A View Into the Deliberation Process. Bay Area Adjusters Association, Pleasant Hill, CA.

Milano, M.J. (1993, February). Litigation Workshop - The Ins and Outs of the Jury Process. Public Risk Management Association, Phoenix, AZ.

Milano, M.J. (1993, February). Developing and Delivering Wining Trial Strategies Through Mock Trials and Phantom Juries. Stanislaus County Bar Association, Modesto, CA.

Milano, M.J., Jones, S.J. & Rice, J.A. (1993, February). How to Become a Jury and Trial Consultant. Workshop presented at Jury Research Institute, Walnut Creek, CA.

Iannotti, R.J., Cummings, E.M., Pierrehumbert, B., Milano, M.J. & Zahn-Waxler, C. (1992). Parental Influences on Prosocial Behavior and Empathy in Early Childhood. In J. Janssens & J. Gerris (Eds.), Child Rearing: Influences on Prosocial and Moral Development (pp. 77-100). Lisse, The Netherlands: Swets & Zeitlinger.

Milano, M.J. (1992, April). Litigation in the 21st Century. Contra Costa County Legal Secretaries Association Officers Ceremonial Banquet, Martinez, CA.



Milano, M.J. (1991, August). Enhancing Litigation Effectiveness. Stanislaus County Bar Association, Modesto, CA.

Milano, M.J. & Allen, S.N. (1990, May). Anger Management Training with Chemically Dependent Persons. Veterans Affairs Medical Center, Martinez, CA and the University of California, San Francisco, Division of Continuing Education, School of Pharmacy; Concord, CA.

Brentar, J.T., Lynn, S.J., Carlson, B., Milano, M.J. & Weekes, J.R. (1989, August). Negative Hypnotic After Effects?: The Posthypnotic Questionnaire. Paper presented at the meeting of the American Psychological Association, New Orleans, LA.

Iannotti, R.J., Pierrehumbert, B. & Milano, M.J. (1989, April). Parental Influences on Prosocial Behavior and Empathy in Early Childhood. Paper presented at the meeting of the Society for Research in Child Development, Kansas City, KS.

Lynn, S.J., Weekes, J.R., Milano, M.J., Brentar, J.T. & Green, J. (1989). Trance Logic and Age Regression: The Effects of Context and Absorption.

Lynn, S.J., Weekes, J.R. & Milano, M.J. (1989). Reality Versus Suggestion: Pseudomemory in Hypnotizable and Simulating Subjects. Journal of Abnormal Psychology, 98, 137-144.

Lynn, S.J. & Milano, M.J. (1989). The Effect of Prehypnotic Expectancies on the Creation of Pseudomemories. Journal of Personality and Social Psychology.

McNamara, J.R., Delamater, R., Sennhauser, S. & Milano, M.J. (1988). Social Effect of the Naturalistic Display of Assertiveness in a Social Conflict Situation. Psychological Reports, 62, 99-103.

Jaquith, L.R., Lynn, S.J., Brentar, J.T., Milano, M.J. & Weekes, J.R. (1988, August). A Multicultural Study of Hypnosis and Imagination. Paper presented at the meeting of the American Psychological Association, Atlanta, GA.

Milano, M.J., Lynn, S.J., Brentar, J.T. & Brandon, M. (1988, August). The Effect of Prehypnotic Expectancies on the Creation of Pseudomemories. Paper presented at the meeting of the American Psychological Association, Atlanta, GA.



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Lynn, S.J., Weekes, J.R. & Milano, M.J. (1987, October). Reality Versus Suggestion in Hypnosis: Real Versus Simulator Differences. Paper presented at the meeting of the society for Clinical and Experimental Hypnosis, Los Angeles, CA.

Weekes, J.R., Milano, M.J., Brentar, J.T., Brandon, M. & Lynn, S.J. (1987, August). Trance Logic and Age Regression: Effects of Suggestion Context and Absorption. Paper presented at the meeting of the American Psychological Association, New York, NY.

McNamara, J.R., Delamater, R., Sennhauser, S. & Milano, M.J. (1987, May). The Naturalistic Display of Assertiveness in a Social Conflict Situation: Its Social Impact. Paper presented at the meeting of the Association of Behavior Analysis, Nashville, TN.

Iannotti, R.J., Zahn-Waxler, C., Cummings, E.M. & Milano, M.J. (1987, April). The Development of Empathy and Prosocial Behavior in Early Childhood. Paper presented at the meeting of the American Educational Research Association, Washington, D.C.