



**Laurie R. Kuslansky, Ph.D.**  
**Expert Jury Consultant**

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

Dr. Laurie Kuslansky, expert jury consultant, brings new eyes and insights to veteran litigators. She specializes in jury perspectives, jury selection, identifying vibrant case themes, instilling durable skills that yield real confidence in witnesses, and brings authentic commitment to solving 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 and Master's degree in Linguistics from Columbia University, she has taught on the college and graduate levels, including guest lecturing at Columbia Law School for a number of years. She has supported thousands of cases across a broad range of legal issues and has spent more time in court than most litigators do in a lifetime. Her depth of experience and immersion has led to her 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 graphics needed to achieve the goal that words alone cannot.

Laurie zealously supports her treasured clients and knows how to work within a budget. Thanks to 36 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, graphics and submissions to the court. She has a knack for getting to the bottom line, a unique instinct for what will backfire, and can arm trial teams through hourly consulting alone or reinforced by quantitative and qualitative data through focus groups and mock trials.

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 36 years of trial experience and expertise, Dr. Kuslansky is often invited to speak to litigators and experts, both nationally and internationally. She was on the editorial board of the American Lawyer – In The Jury Box, has provided CLEs to The N.Y. state and city Bar Associations, The Chicago Bar Association, The Puerto Rican Bar Association, PLI, DRI and many other legal organizations. Dr. Kuslansky also gives back to the community by providing pro bono services and as a volunteer member

of NYCLA's (New York County Lawyers' Association's) Task Force for Unemployed and Transitioning Lawyers.

Dr. Kuslansky studied and teaches the development of effective communication skills. She has served as an expert witness on high-profile matters and has assisted on numerous government investigations and prosecutions (involving drug enforcement, counterfeiting, money laundering, murder and other sordid conduct).



In 2012, she authored an article deemed: [www.technolawyer.com](http://www.technolawyer.com) and is national managing director of A2L Consulting's jury practice, voted #1 in the country by the Legal Times the past four years in a row.

As 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.

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*"I am an expert Jury Consultant with a single principle in mind: to provide the highest level of personalized client service possible. Simply put, I care about each and every one of my clients. You will always be served by me and will never have to worry about whether the person you entrust with your case and client has the proper experience to give you the right advice. If you would like to develop a relationship with a professional that will know your name, get to know mine. Thank you."*

**Laurie R. Kuslansky, Ph.D., Expert Jury Consultant**

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