Rich Matthews, trial consultant and member of the California bar, received his J.D. from the University of Oregon School of Law, and brings an impressive background of litigation and negotiation to his trial consulting. His expertise encompasses jury issue analysis (as distinct from the legal issues of a case); theme and communication strategy, focus group research, story and frame development, voir dire and juror selection, courtroom presentation skills, and post-verdict juror research. He has appeared on national television and in major publications offering commentary on high profile trials. Rich has addressed thousands of lawyers, professionals, executives, and students. He is the creator and author of Juryology, a blog for courtroom attorneys and others who make decisions about litigation (www.Juryology.com). Rich works nationwide and is located in San Francisco.

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