

Melissa M. Gomez, Ph.D.

SPECIALIZED PROFESSIONAL COMPETENCE

Research methodology and statistics
Trial strategy and tactics
Witness and attorney evaluation and preparation
Juror profiling
Jury selection
Development and implementation of persuasive communication strategies

EXPERTISE

Psychology
Research Methodology
Statistics
Communication
Education

EXPERIENCE

Over fifteen years of experience conducting research on learning, behavior and decision making in social contexts
Consulted on hundreds of civil and criminal cases
Speak locally and nationally on jury-related topics
Regular contributor to legal and academic publications

EDUCATION

Ph.D., Psychology, University of Pennsylvania
M.S.Ed., Psychological Services, University of Pennsylvania
B.A., Psychology, Loyola College
Katholieke Universiteit Leuven, Leuven, Belgium

PROFESSIONAL EXPERIENCE

2007 - Present: Jury Consultant and Owner, MMG Jury Consulting, Philadelphia.
2003 – 2007: Trial Consultant, TrialGraphix, Inc., Philadelphia and New York.

PROFESSIONAL EXPERIENCE (Cont.)

2001 – 2003: Hay Insight Senior Associate Consultant, Hay Group Jersey City.

2000: Associate Consultant, Kenwood Psychological Associates, New York.

1999 – 2000: Therapist and Clinical Supervisor, Community Council, Philadelphia.

TEACHING EXPERIENCE

Guest Lecturer, Trial Advocacy
University of Pennsylvania Law School, 2010

Guest Lecturer, Mock Trial Seminar
University of Pennsylvania Law School, 2009

Instructor, Psychology of Personal Growth
University of Pennsylvania, 2000

Lectures, Psychological Interventions and Abnormal Psychology
University of Pennsylvania, 1998

Teaching Assistant for Graduate Level Courses
University of Pennsylvania, 1997 – 2000
Contemporary Issues in Community Psychology, Psychological Assessment,
Psychological Practice, Advanced Psychometric Methods, Research Design and
Analysis, Applied Multivariate Analysis

PUBLICATIONS

Regular contributor to The Legal Intelligencer Blog.
<http://thelegalintelligencer.typepad.com/tli/melissa-m-gomez/>

Gomez, M.M. (December, 2010). "The Cultural Theory of Plane Crashes and Witness Disasters"
The Legal Intelligencer (242), 119.

Gomez, M.M. (November, 2009). "Jury Research for Settlement: The Price is Right?" *The Jury Expert*, 21(6), 25--27.

Gomez, M. M. (May 2009). "Jury Selection and the Injured Plaintiff: How Do Jurors Relate?" *The Legal Intelligencer* (239), 103.

Stuhan, R.G., Gomez, M. M., Wolfe, D. (April, 2007). "Impeaching with Prior Inconsistent Statements: It's Not as Devastating as You Might Think - An Original Study." *For the Defense*, 14.

PUBLICATIONS (Cont.)

Gomez, M. M. (March 2006). "The Best Educator Wins: The Psychology of Learning in the Courtroom." *The Legal Intelligencer* (233), 45.

Gomez, M. M. (May 2005). "The Evolution of the Deposition: Survival of the Prettiest." *The Legal Intelligencer* (232), 96.

McDermott, P.A., Mordell, M., Stoltzfus, J.S. (2001). "The organization of student performance in American Schools: Discipline, motivation, verbal and nonverbal learning." *Journal of Educational Psychology* (93), 1.

Fantuzzo, J. F., Grim, S. M. Mordell, M., McDermott, P.A., Miller, L.S., Coolahan, K. (2001). "A multivariate analysis of the Revised Conners' Teacher Rating Scale with low income, urban preschool children." *Journal of Abnormal Child Psychology* (29), 2.

MEDIA APPEARANCES

MSNBC "PoliticsNation"; George Zimmerman Trial Analysis and Commentary (June, 2013)

National Public Radio "Morning Edition;" Jerry Sandusky Trial Analysis and Commentary (June, 2012)

Fox Network "Fox 29 News Philadelphia"; Jerry Sandusky Trial Analysis and Commentary (June, 2012)

CNN "In Session"; Jerry Sandusky Trial Analysis and Commentary (June, 2012)

NBC "10! Show"; Casey Anthony Trial Analysis and Commentary (July, 2011)

Fox Network "Good Day Philadelphia"; Oprah Winfrey Defamation Trial Analysis and Commentary (March, 2010)

PROFESSIONAL PRESENTATIONS

“Advanced Social Media and Its Role in Today’s Jury Trial: A Practitioner’s Guide. ” CLE Presentation for The Sixth Circuit Judicial Conference. Lexington, KY. (April 26, 2012)

“Demystifying the Rogue Jurisdiction: Taking Control” Presentation at the Product Liability Advisory Committee (PLAC) Annual Conference. Colorado Springs, CO (October 6, 2011)

“How to Prepare and Try a Significant Case in the Commerce Case Management Program.” CLE presentation for the Pennsylvania Bar Institute, Philadelphia, PA (April 11, 2011)

“The Importance of Image: What Jurors Are Really Looking for When Evaluating Defendant Doctors.” ProAssurance Defense Counsel Presentation at the 2011 Defense Research Institute Medical Liability and Health Care Seminar. San Francisco, CA (March 9, 2011)

“Damages in the Injury Case Through the Eye of the Juror.” On-Line CLE through LawLine.com <http://www.lawline.com/cle/course-details.php?i=1294>

“Jury Psychology: A Conversation with Melissa Gomez, Ph.D.” The 6th Annual Emerging Issues for In-House Counsel Presented by the Litigation Department of Blank Rome LLP. Philadelphia, PA and New York, NY (October 29 and November 12, 2010)

“Strategic and Tactical Decision Making: What Do Your Peers Think of Your Decisions?” ABA Forum on Franchising, San Diego, CA (October 14, 2010)

“Improving Voir Dire—Finding Skeletons and Other Edifying Tidbits in the Cyberspace Closet” National Seminar for Federal Defenders, Seattle, WA (June 3, 2010)

“Using Jury Selection to Increase your Success at Trial.” CLE Presentation for the National Business Institute Seminar, Litigating to Win Through Advanced Trial Advocacy, Philadelphia, PA (March 31, 2009 and March 24, 2010)

“Witness Credibility: the Jury Perspective” On-line CLE through LawLine.com. <http://www.lawline.com/cle/course-details.php?i=822>

“Jury Trials in the Age of Technology.” Presentation for the University of Pennsylvania Inn of Court, Philadelphia, PA (October 13, 2009)

“If Only I Had Known That When Discovery Was Still Open!—Using Jury Research to Effectively Plan Discovery and Guide Settlement Decisions .” CLE presentation for the Pennsylvania Bar Institute 15th Annual Employment Law Seminar, Philadelphia, PA (April 16, 2009)

PROFESSIONAL PRESENTATIONS (Cont.)

“Jury Selection: The Science and the Art of Getting the Most Out of Your Panel.” CLE Presentation for the ABA TIPS Seminar, Women Drive Results in Transportation Law National Program, Dearborn, MI (June 4, 2008)

“Women Trial Lawyers: A View From the Jury Box.” CLE Presentation for the ABA TIPS Seminar, Women Drive Results in Transportation Law National Program, Dearborn, MI (June 4, 2008)

“It’s Not Just White Men Anymore” CLE presentation for the Pennsylvania Bar Institute 14th Annual Employment Law Seminar, Philadelphia, PA (April 18, 2008)

“The Jury Perspective: Perceptions, Attitudes and Understanding in Medical Malpractice Cases” CLE presentation for the Pennsylvania Bar Institute, Philadelphia, PA (December 13, 2007)

“Achieving Diversity and Overcoming Stereotypes in the Workplace” Labor and Employment seminar CLE presentation for the Pennsylvania Bar Institute, Philadelphia, PA (November 7, 2006); Mechanicsburg, PA (November 14, 2006); Pittsburgh, PA (February 6, 2007)

“Effective Use of Demonstratives for Damages in Medical Malpractice Cases” Medical Malpractice seminar CLE presentation for the Pennsylvania Bar Institute, Philadelphia, PA (December 15, 2006)

“Winning By Persuasion” presentation to litigation group at Obermayer Rebmann Maxwell & Hippel LLP, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (October 4, 2006).

“Effective Witness Preparation,” presentation to litigation group at Marshall, Dennehey, Warner, Coleman & Goggin, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (July 19, 2006).

“Effective Witness Preparation,” presentation to litigation group at Klehr, Harrison, Harvey, Branzburg & Ellers LLP Philadelphia, PA, accredited by the Pennsylvania State Bar Association (June 12, 2006).

“The Journey Continues: What it Means to Have a Diversity Friendly Workplace,” CLE presentation for the Pennsylvania Bar Association seminar on Diversity in Small Law firms (June 5, 2006).

PROFESSIONAL PRESENTATIONS (Cont.)

“Winning Technologies for Today’s Lawyer,” presentation to litigation group at Spector Gadon & Rosen P.C., Philadelphia, PA, accredited by the Pennsylvania State Bar Association (May 10, 2006).

“Use of Demonstrative Evidence in Auto Accident Cases” CLE presentation for the Pennsylvania Bar Institute, Philadelphia, PA (April 6, 2006); Harrisburg, PA (April 26, 2006).

“Effective Witness Preparation,” presentation to litigation group at DLA Piper U.S. L.L.P, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (April 4, 2006).

“Winning Technologies for Today’s Lawyer,” presentation to litigation group Cozen O’Connor, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (March 28, 2006).

“Jury De-Selection: The Science and the Art,” lecture for the Seventh Annual TIPS National Trial Academy, The National Judicial College, Reno, NV (March 12, 2006).

“Winning By Persuasion – Practical Strategies for Insurance, Medical Malpractice, & Personal Injury Litigators,” CLE presentation at the Crystal Tea Room in the Wanamaker Building, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (December 7, 2005).

“Effective Witness Preparation,” presentation to litigation group at Miller, Alfano & Raspanti, P.C. Philadelphia, PA, accredited by the Pennsylvania State Bar Association (October 26, 2005).

“Maximize Your Opportunity for a Favorable Outcome,” presentation to litigation group at Lamb McErlane P.C., West Chester, PA, accredited by the Pennsylvania State Bar Association (October 20, 2005).

ABA Antitrust Section Mock Trial. CLE mock trial for the ABA Antitrust Section conference at the Ritz Carlton Hotel, Philadelphia PA (October 18, 2005).

“Maximize Your Opportunity for a Favorable Outcome,” presentation to litigation group at Pepper Hamilton LLP, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (September 28, 2005).

“Persuasion in IP Cases,” A Matter of Property Over Intellect,” presentation to a group of intellectual property, copyright, and trademark litigators at the Crystal Tea Room in the Wanamaker Building, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (September 27, 2005).

PROFESSIONAL PRESENTATIONS (Cont.)

“Behind Closed Doors, What Really Happens in the Jury Room,” presentation to litigation group at Marshall, Dennehey, Warner, Coleman & Goggin, Philadelphia, PA, accredited by the Pennsylvania State Bar Association (August 17, 2005).

McDermott, P. A., Chomat-Mooney, L. I., Grim, S. M., Menaker, M. R., Mordell, M., Tighe, E.A., Stanley, J.L. (2000, June). A nationwide topology of child and adolescent classroom learning patterns. CE credit symposium conducted at the Annual Convention of the Pennsylvania Psychological Association, Harrisburg, PA.

Mordell, M., & Stoltzfus, J. C. (2000, March). The organization of student learning in American classrooms. In P.A. McDermott (Chair), The study of students’ differential learning patterns. Symposium conducted at the 71st Annual Meeting of the Eastern Pennsylvania Psychological Association, Baltimore, MD.

McDermott, P.A., Mordell, M., Grim, S.M., Chomat, L.I., & Stoltzfus, J.C. (1999, June). Protective versus risk factors in American schools: Recent national studies. CE credit symposium conducted at the Annual Convention of the Pennsylvania Psychological Association, King of Prussia, PA.