

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

EXPERIENCE

Over ten years experience conducting research on learning, behavior and decision making in social contexts
Consult on over 100 civil and criminal cases
Speak locally and nationally on jury-related topics
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 President, MMG Jury Consulting, Philadelphia.

2003 – 2007: Trial Consultant, TrialGraphix, Inc., Philadelphia and New York.
Consulted on trial strategies, developed jury research methodologies, created juror questionnaires, conducted jury research, analyzed quantitative and qualitative data, provided results with case issue evaluation and strategic recommendations, conducted juror profiling, voir dire consultation, jury selection, and witness evaluation and preparation.

PROFESSIONAL EXPERIENCE (Cont.)

2001 – 2003: Hay Insight Senior Associate Consultant, Hay Group Jersey City.
Developed survey instruments; designed research methodologies; conducted focus groups; analyzed quantitative and qualitative data; wrote results reports; gave results presentations to clients; trained clients to interpret survey results, conduct feedback sessions with subordinates, and action plan based on feedback.

Director, Sales Force Effectiveness Study.

Annual study of sales practices in the pharmaceutical industry.

Developed survey instruments (topics included team selling, district sales managers, the first line of sales leadership, compensation, recruitment, retention, and motivation), administered surveys, interpreted results and wrote findings reports.

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

Conducted student workshops on peer relations, emotional education, and stress management, and conducted professional workshops on dealing with difficult clients and professional team building.

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

Conducted child and family therapy, performed psychological evaluations and summary diagnostic reports, and acted as a graduate student clinical supervisor.

TEACHING EXPERIENCE

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

Graduate Seminar Leader
University of Pennsylvania, 1998 – 2000
Professional Development in Psychological Services

ACCOMPLISHMENTS

Biography featured in “*Who’s Who of American Women*,” Silver Anniversary Edition, 2006 – 2007.

Grant for Graduate Students in Psychological and Educational Measurement Programs, which provided funding for expenses related to dissertation research from Applied Psychological Measurement Inc.

Dissertation: *Parent Ratings of Behavior: Contextually Based Assessment for Children and Adolescents*. Independently developed behavior-rating scale, designed research methodology, collected and analyzed data for dissertation project.

PUBLICATIONS

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*.

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.

PROFESSIONAL PRESENTATIONS

“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)

PROFESSIONAL PRESENTATIONS (Cont.)

“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).

“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).

PROFESSIONAL PRESENTATIONS (Cont.)

“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).

“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).

“Effective Witness Preparation,” presentation to litigation group at Aaronson, Rappaport Feinstein & Deutsch, LLP, New York, NY (November 18, 2004).

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.