

## **Melissa M. Gomez, Ph.D.**

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### **SPECIALIZED PROFESSIONAL COMPETENCE**

Research methodology and statistics

Trial strategy and tactics

Witness and attorney evaluation and preparation

Juror profiling

Voir Dire/Jury selection

### **EXPERTISE**

Psychology

Research Methodology

Statistics

Communication

### **EXPERIENCE**

Over 20 years conducting research on learning, behavior and decision making

Consulted on over 700 civil and criminal cases

Speak locally and nationally on jury-related topics

Regular contributor to legal and academic publications

Media commentator for national news programs and publications

Author

Faculty for Temple University LL.M. Program in Trial Advocacy

## **EDUCATION**

Ph.D., Psychology, University of Pennsylvania

M.S.Ed., Psychological Services, University of Pennsylvania

B.A., Psychology, Loyola University Maryland

Katholieke Universiteit Leuven, Leuven, Belgium

## **PROFESSIONAL EXPERIENCE**

2007 - Present: Jury Consultant and President, MMG Jury Consulting, Philadelphia.

2003 – 2007: Trial Consultant, TrialGraphix, Inc., New York and Philadelphia.

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**

Faculty: Temple University LL.M. Program, 2018

Faculty, Jury Dynamics Seminar: Temple University LL.M. Program, 2016

Guest Lecturer, Mock Trial Seminar: University of Pennsylvania Law School, 2009, 2015

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

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: BOOKS**

Gomez, M.M. (2018). *The Witness Preparation Partner: A Guide to Becoming the Ready Messenger (Witness and Attorney Editions)*. Philadelphia, PA: Melissa M. Gomez, PhD.

Gomez, M.M. (2016). *Jury Trials Outside-In: Leveraging Psychology from Discovery to Decision*. Boulder, CO: National Institute of Trial Advocacy/LexisNexis

**PUBLICATIONS: ARTICLES**

Gomez, M.M. (February 21, 2019). "Taming the Feels: Juror Emotion in Catastrophic Injury Trials" *American Bar Association*.

<https://www.americanbar.org/groups/litigation/committees/trial-practice/articles/2019/winter2019-juror-emotion-in-catastrophic-injury-trials>

Gomez, M.M. (February, 2018). "Power, Corruption and Lies: How Juries are Responding" *Law360*. <https://www.law360.com/articles/1010135/power-corruption-and-lies-how-juries-are-responding>

Gomez, M.M. (August, 2017). "Keeping up with the Modern Jury" *The Legal Intelligencer* (256), 43.

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.

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**

Good Law/Bad Law Podcast #78; "Is the Bill Cosby Verdict the Start of a New Trend?" (May, 2018)

Fox Network "Fox 29 News"; Seth Williams Trial Analysis and Commentary (July, 2017)

National Public Radio "The Takeaway"; Bill Cosby Trial Analysis and Commentary (May and June, 2017)

Fox Network "Fox 29 News"; Bill Cosby Trial Analysis and Commentary (May and June, 2017)

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**

“Keeping Up with the Modern Jury.” CLE Presentation at the National Gas Litigation Conference. Tuscon, AZ. (March 2019)

“The Psychology of the Courtroom.” Three-hour CLE Presentation at the New Jersey Association for Justice Boardwalk Seminar. Atlantic City, NJ. (May, 2018)

“Jurors and the Reptile.” Industry presentation for the Southeastern Electrical Exchange. (April, 2018)

“Politics, Police and Perceptions of Power: The Impact of Media on Jury Trials.” CLE presentation for the Masters of Litigation Seminar for the American College of Trial Lawyers and Temple Law School. (November 2017).

“Jury Trials Outside In.” CLE Presentation for the Product Liability Seminar of the Annual Conference of the American Association for Justice. Los Angeles, CA. (July, 2016).

“Millennials on the Jury Panel.” Presentation at the Defense Research Institute Seminar. Chicago, IL. (April, 2016)

“Witnesses: Your Story, Your Case, Your Credibility.” CLE Presentation for the Masters of Advocacy at the New Jersey Association for Justice Boardwalk Seminar. Atlantic City, NJ. (April 2016)

“Litigating in the Age of Social Media.” CLE Presentation for the Pennsylvania Association for Justice. Philadelphia, PA (December, 2015)

“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)

**PROFESSIONAL PRESENTATIONS (Cont.)**

“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 6<sup>th</sup> 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.

“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)

“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” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (October 4, 2006).

“Effective Witness Preparation,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (July 19, 2006).

“Effective Witness Preparation,” Pennsylvania State Bar Association accredited CLE presentation Philadelphia, PA (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,” Pennsylvania State Bar Association accredited presentation, Philadelphia, PA (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,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (April 4, 2006).

“Winning Technologies for Today’s Lawyer,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (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,” ,” Pennsylvania State Bar Association accredited presentation, Philadelphia, PA (December 7, 2005).

**PROFESSIONAL PRESENTATIONS (Cont.)**

“Effective Witness Preparation,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (October 26, 2005).

“Maximize Your Opportunity for a Favorable Outcome,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (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,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (September 28, 2005).

“Persuasion in IP Cases,” A Matter of Property Over Intellect,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (September 27, 2005).

“Behind Closed Doors, What Really Happens in the Jury Room,” Pennsylvania State Bar Association accredited CLE presentation, Philadelphia, PA (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.