



Kevin Bouly, Ph.D.

Senior Litigation Consultant

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Between jury selection and closing argument, companies facing litigation rely on Dr. Kevin Bouly for insights based on his real-world experience leading jury research across the United States.

EDUCATION

University of Kansas, Ph.D., Legal Communication, 2005

University of Denver, M.A., Forensic Psychology, 2002

Emphasis on jury decision making

University of Kansas, B.A., Psychology, 2000

Emphasis on crime and delinquency studies

Kevin has experience researching jury-eligible individuals in more than 30 states, helping prepare attorney teams for voir dire and outline an impactful case strategy. Attorneys trust his perspective on developing a more persuasive argument and translating research findings into actionable trial strategy recommendations. Kevin is a trusted resource for designing and executing jury research.

Kevin is a vital extension of the trial team, particularly during multi-party or high-stakes litigation, including intellectual property and other complex litigation. He co-authored *Patently Persuasive* for the American Bar Association with former colleague Karen Lisko and is an advisor to “The Jury Expert,” a publication by the American Society of Trial Consultants (ASTC).

REPRESENTATIVE EXPERIENCE

Experienced Support Throughout:

- Witness Preparation
- Opening and Closing Statement Strategy
- Jury Selection
- Case Strategy

Informed Advice Regarding:

- Patent and other Intellectual Property Litigation
- Medical Negligence/Malpractice
- Energy and Environmental
- Products Liability

MEMBERSHIPS AND AFFILIATIONS

- American Association of Public Opinion Research, Member

- American Bar Association, Member
- American Psychological Association, Psychology and Law Division Member
- American Society of Trial Consultants (ASTC), Board Member, Vice President (2020-present)

SELECTED PUBLICATIONS

From Courtroom to Zoom Room: Online Persuasion, Persuasion Strategies Alert, (April, 2020) Kevin Bouilly, Katerina Oberdieck, Shelley C. Spiecker, Ken Broda-Bahm

Jury Economics: Growing Issues with Trust at Trial, King County (WA) Bar Association - Bar Bulletin, (October, 2019) Kevin Bouilly, Tom O'Toole

Jury Economics in Today's World of Technology and Social Media, King County (WA) Bar Association - Bar Bulletin, (March, 2019) Kevin Bouilly, Tom O'Toole

Patently Persuasive, American Bar Association, (July, 2013) Kevin Bouilly, Karen Lisko

SELECTED PRESENTATIONS

Malpractice Lawsuits & the Pandemic: What Do We Know So Far?, Physicians Insurance Webinar, (October, 2020) Kevin Bouilly

Patently Persuasive: Reaching Our and Teaching Today's IP Decision Makers, Presentation to Industry Company, (December, 2019) Kevin Bouilly

Winning at Trial: How Can You Maximize the Creative Use of Pretrial Research, Presentation to the American College of Trial Lawyers (ACTL), (November, 2019) Kevin Bouilly

Perspectives on Jury Selection, Utah Inn of Court, (October, 2019) Kevin Bouilly

What's the Real Difference: - Judge, Jury, Arbitrator, Presentation to Hahn Loeser, (June, 2019) Kevin Bouilly

Jury (and Arbitrator) Persuasion In an Alt-Fact World, Presentation to Employers Counsel Network, (April, 2019) Kevin Bouilly

Stand Out, Seated: Persuading Impromptu, Presentation to Holland & Hart Patent Group, (February, 2019) Kevin Bouilly

How Do "Alt Facts," "Fake News," and Millennial Jurors Affect Litigation Strategy for Energy Companies?, Presentation to Law Firms and Industry Companies, (February, 2019) Kevin Bouly