



STUART SIMON, a principal founding partner at American Jury Centers has assisted attorneys and corporations in the development of trial strategies and tactics from a social science perspective since 1994. Mr. Simon has run the day to day operations of American Jury Centers for over a decade, establishing the company as one of the premier strategy and dispute resolution consulting firms.

He is recognized for his ability to summarize complex technical data into simple, lay-friendly concepts that juries and other decision makers understand. He specializes in helping his clients develop comprehensive communications strategies for complex and controversial situations. He assists clients in strategic analysis and planning directed at solving the sensitive communications problems often faced by individuals, corporations, and law firms. He has consulted on some of the largest cases in the United States and abroad.

Mr. Simon is the author of *Witness Communication Training: Helping Witnesses Learn to Deliver and Defend the Truth Under Adverse Examination* (Simon, Betanzos & Campo; 2016). For over 20 years, he has been a featured speaker at national and international conferences. His speeches and lectures are CLE certified. He has published numerous articles and written or contributed in the writing of a series of books focused on offering truthful and meaningful testimony. Mr. Simon holds a JD from Widener University School of Law and an undergraduate degree from Rutgers University. He currently resides with his family in Sun Valley, Idaho.



TODD BETANZOS, a Senior Consultant at American Jury Centers, has worked on litigation and strategic communications matters since 2007. He has become a highly sought-after expert in assisting companies with the preparation of key witnesses for testimony and the development of juror-focused trial strategies and tactics. He has also developed a specialty in summarizing complex, industry-specific issues, from pharmaceutical development, highly technical engineering principles to insurance underwriting and claims management, using elegantly simple, lay-friendly storytelling with which juries and other decision makers can readily identify. Formerly a partner with a national law firm which had retained American Jury Centers on several cases, he has since engaged in extensive study of the human-behavior aspects of the practice of law. Living now in both worlds, that of communications psychology and of law, Mr. Betanzos has a unique understanding of the communication challenges in every aspect of complex litigation, including the identification and development of trial themes, preparation of key fact and corporate representative witnesses for deposition and trial testimony, and the effective presentation of technical evidence through expert witnesses and demonstrative aids. He is a certified mediator with a keen interest in the overall development of dispute resolution plans built upon carefully tailored focus group and mock trial studies.

Mr. Betanzos is a contributing author of *Witness Communication Training: Helping Witnesses Learn to Deliver and Defend the Truth Under Adverse Examination* (Simon, Betanzos & Campo; 2016). Mr. Betanzos received his B.As from the University of Arizona and his J.D. from the Southern Methodist University School of Law.



Dr. GARY GIEWAT, Director of Research at American Jury Centers, is a social psychologist trained in social psychological theories and social science research methodology. He has been a litigation consultant since 1999.

Dr. Giewat conducts case issues' analyses helping clients to develop and identify key case themes. He manages, designs, conducts and analyzes pre-trial research; provides in-trial services such as jury selection and shadow juries; conducts post-trial interviews, and assists attorneys in preparing for mediation. He has a wealth of knowledge and experience in the design, evaluation and scoring of supplemental juror questionnaires and is expert at providing useful information to trial teams for selecting and de-selecting jurors. Through carefully planned and executed jury research and the application of social science research, Dr. Giewat helps clients identify key themes, strengths and weaknesses, providing information needed to make strategic decisions in preparing for trial or settlement negotiations. He has been involved in a wide variety of cases including medical malpractice, police misconduct, personal injury, toxic tort, product liability, insurance, commercial and energy related litigation.

Dr. Giewat is a member of the 22nd JDC Bar Association in Louisiana. He currently resides with his family in New Orleans, Louisiana.



Allan Campo, a principal founding partner at American Jury Centers and has been providing trial consulting services for lawyers and their clients since 1983. He is widely known for his work in the analysis of the unique communications issues involved in litigation. Mr. Campo has long been recognized as a leader in the field of trial consulting. His insight into the needs and interests of jurors and other fact-finders, his extensive background in psychology and interpersonal dynamics, and his focus on quality communications as the wellspring for success in litigation makes him a valuable resource to the AJC Team and to our clients.

He served as a member of the Board of Directors of the American Society of Trial Consultants and was President of the Society from 1994 to 1995. He continues to be a member of the Society and is also a long-time Associate Member of the American Bar Association. For over 30 years, he has been a featured speaker at national and international conferences. He has published numerous articles and written or contributed in the writing of a series of books focused on offering truthful and meaningful testimony. Mr. Campo is the principal author of Witness Preparation: a manual for attorneys (Amazon, 2011) and Hotseat: a handbook for people who have to answer tough questions (Amazon, 2012, 2014). Mr. Campo holds an M.S. degree in Applied Psychology from the University of Louisiana. He presently resides with his wife, Donna, near Birmingham, Alabama.