



John Wilinski, M.A.

CONSULTANT

jwilinski@litigationinsights.com

John Wilinski has conducted numerous jury research projects for a wide variety of litigation including product liability, intellectual property, employment discrimination and financial disputes. His consulting experience and education have endowed him with a broad range of research skills that he uses to uncover jurors' attitudes and decision-making processes. John specializes in leading focus groups, performing qualitative research analyses and interviewing techniques. Prior to trial consulting, John's background included experience in the diverse fields of education, broadcasting and media sales.

Education

- M.A., Communication Studies, University of Kansas
- B.A., Radio and Television, Purdue University

Professional Experience

2010- Consultant
 Litigation Insights
 Overland Park, KS

Selected Articles, Publications and/or Presentations

- Wilinski, J. (2016). Using Jury Research to Inform Trial Strategies. *Presentation for Federal Bar Association, Idaho Chapter*, Boise, ID.
- Bloomberg, A., Wilinski, J. & Hunt, W.L. (2016). Important Considerations for Jury Selection and How Today's Technology Helps Present Your Evidence. *Presentation for Cowles & Thompson*, Dallas, TX.
- Wilinski, J. & Marinakis, C.M. (2016). The Reptile Brain Strategy: Why Lawyers Use It and How to Counter It. *Insights*.
- Wilinski, J. & Tedder-King, A.L. (2015). Jury Consultant 101: Who We Are. What We Do & Why. *Presentation for Center for Advanced Professional Studies*, Overland Park, KS.
- Bloomberg, A. & Wilinski, J. (2015). To Settle or Not to Settle: Using Jury Research and Trial Graphics to Inform Trial Decisions. *CLE Presentation to in-house claims adjusters, in-house/outside counsel for Federated Rural Electric Insurance Exchange*, Lenexa, KS.
- Wilinski, J. & Czyz, K. (2015). When Will Jurors Find the Plaintiff Sympathetic? *Insights*.
- Wilinski, J & Czyz, K. (2014). The Limitations of Online Jury Research for Mock Trial Projects. (Part 2 of 2). *Insights*.
- Wilinski, J & Czyz, K. (2014). When Is an Online Mock Trial or Focus Group Right for My Case? (Part 1 of 2). *Insights*.
- Pitera, M.J. & Wilinski, J. (2014). To Select or Deselect? How to Develop a Juror Profile in Employment Cases. *Presentation for Ogletree, Deakins, Nash, Smoak & Stewart*, Kansas City, MO.

- Bloomberg, A. & Wilinski, J. (2014). Presentation Technology: Five Things to Consider When Using a Mobile Device to Present Your Case. *Insights*. Winner of Litigation World Pick of the Week.
- Wilinski, J. (2014). Jury Education Series | Standard Deviation: What It Means and Why It's Important. *Insights*.

- Pitera, M.J. & Wilinski, J. (2013). Connecting with your Jury: Ways Jurors Learn, Remember and Make Decisions. *Presented to Defense Research Institute.*
- Baer, J.K. & Wilinski, J. (2011). Millennial Jurors: Who Are They and How Do We Best Communicate with Them. *Insights.*
- Baer, J.K. & Wilinski, J. (2010). Post-Trial interviews: How to Avoid a Minefield to Secure a Gold Mine of Information. *Insights.*

Professional Memberships

- Member, American Society of Trial Consultants