



**John Wilinski, M.A.**

CONSULTANT

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For the past six years, John Wilinski has conducted over a hundred 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 and performing qualitative research analyses to identify key juror trends and jury-friendly case themes. His interpersonal skills and research background make him ideal for conducting post-trial interviews and connecting with anxious witnesses during witness prep. Prior to trial consulting, John's background included experience in the diverse fields of education, broadcasting and media.

**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. (2017). How Can the Defense Use the "Reptile Approach" Against Plaintiffs? *Insights*.
- Wilinski, J. (2017). What Should I Do When My Witness Wants to Outsmart Opposing Counsel? *Insights*.
- Wilinski, J. (2016). Should I Shave My Beard Before Trial? *Insights*.
- Tedder-King, A.L., Wilinski, J., Pitera, M.J. (2016). Why Should I Use a Consultant for Witness Preparation? *Insights*.
- Wilinski, J. & Tedder-King, A.L. (2016). Using Jury Research to Inform Trial Strategies. *Presentation for the Missouri Department of Transportation, Chief Counsel's Office, Jefferson City, MO.*
- 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 LitigationWorld 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