



C.K. "Pete" Rowland, Ph.D.

CHAIRMAN EMERITUS

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With more than 25 years of experience in trial consulting, Dr. Rowland is an expert in jury research, case assessment and advocacy strategy. In 1994, Pete founded the firm and over the years, he has advised trial lawyers in hundreds of high-exposure civil cases, specializing in mass torts, employment, product liability, intellectual property and insurance coverage cases. His focus on theme and story development led to his development of jury research models that have been particularly effective with assisting counsel develop their case strategies. One such model focuses on early case assessment. It is called "Insights Focus Group Research." This research helps clients develop an approach that is built upon juror input rather than assumptions. In essence, the information gleaned from the IFG provides the building blocks to refining themes and strategies for not only presenting the case at trial, but for the discovery process leading up to trial.

Education

- Post-Doctoral Exchange Fellow. Jury Psychology & Decision Making
University of Kansas
- Ph.D., Political Science/Political Psychology, University of Houston
- M.A., Political Science, University of Houston
- B.A., Political Science, California State University

Professional Experience

- 1994- Founding Partner
Litigation Insights (formerly Center for Trial Insights – KS)
Overland Park, KS
- 1991-1994 Senior Litigation Consultant
American Litigation Analysts
- 1988-1991 Partner
Lititec
- 1980-2003 Professor
University of Kansas
Lawrence, KS
- 1986 Visiting Scholar – Political Psychology
Brookings Institution
Washington, D.C.

2003- Professor of Emeritus
University of Kansas
Lawrence, KS

Exemplar Publications

- "Every Trial is a Bench Trial: Judicial Engineering of Jury Trials," Chapter in Judges and Judging, Oxford University Press, 2010 (with T. Traficanti and E. Vernon).
- "Product Liability Litigation: Current Law, Strategies and Best Practices in Product Litigation – Emerging Jury Issues," Practising Law Institute, 2009 (with C. Varner and M. Harman).
- "Psychological Perspectives in Juror Reactions to the September 11 Events," Defense Counsel Journal, April, 2002.
- "Policymaking and Judgment in the Federal District Courts." University of Kansas Press, 1996 (with R. Carp; nominated for APSA Woodrow Wilson Foundation Award).

Select Professional Presentations

- Freeborn & Peters LLP: Litigation Practice Group Seminar – Jury Research and Theme Development, Witness Preparation, Jury Selection and Shadow Jurors. (with P. Steele. Chicago)
- Harvard Trial Advocacy Program: Attorneys & Jurors – The Poetic/Scientific Disconnect
- American Bar Association: Section of Labor & Employment Law (San Francisco)
- Products Liability Advisory Council: Contrition & Concession Effects on Juror Behavior
- American Society of Trial Consultants Annual Meetings

Professional Memberships

- Member, American Society of Trial Consultants

Pro Bono Service (Partial Listing)

- Jury Selection for Prosecution: *Mississippi v. Byron De La Beckwith* (Medgar Evers Murder Case)