



Adam D. Bloomberg

VICE PRESIDENT, MANAGING DIRECTOR – VISUAL COMMUNICATIONS

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With more than 23 years of experience, Adam has consulted with hundreds of trial teams and corporate clients to develop communication strategies and presentations that educate, inform and persuade. He creates materials and exhibits for mock trials, focus groups, arbitrations and trials.

With Presentation Technology a part of our Visual Communications department, Adam has led trial and war room technology and logistics efforts for a plethora of cases, such as toxic tort, product liability and commercial cases. While we have presentation technology consultants ready for the courtroom, Adam has been seen in the hot seat himself honing his skills on occasion. Over the years, he has published articles on trial technology in various professional periodicals including the *National Law Journal*.

Education

- B.S., Communications, Texas Christian University

Professional Experience

2008-	Vice President, Manager – Visual Communications Litigation Insights, Inc. Dallas, TX
2005-2008	Manager Trial Technology Services Litigation Insights, Inc. Dallas, TX
2000-2005	Director of Business Development Prolumina Trial Technologies Seattle, WA
1997-2000	Trial Technology Consultant American Legal Tech Dallas, TX
1994-2007	National Software Trainer Gravity Inc. Fort Worth, TX
1993-1994	Data Communications Technician Texas Christian University Fort Worth, TX

Notable Case Experience

- **Wells Fargo** v. DOJ (US District Court, Minneapolis, MN)
- GM ignition Switch Litigation (Focus Groups/Mock trials in NYC)
- Stanley et al. v. **Choctaw Nation of Oklahoma** (State Court, Dallas, TX)
- Greyhound Bus Litigation (numerous mock trials and trials across Texas)
- FTC v. **St Luke's Health System** (U.S. District Court for the District of Idaho)
- Valspar Corp., et al. v. **E.I. du Pont de Nemours and Co.** (U.S. District Court for the District of Delaware)
- Administrada v **Dupont** (U.S. District Court for the District of Florida)
- Johnson v. **General Mills Inc.** (U.S. District Court for the Central District of California)
- In RE: PPA – MDL Science Hearings (US District Court, Western District, WA)
- Sparich v. **GSK** (State Court, Philadelphia, PA)
- **State of Texas** v. Big Tobacco (U.S. District Court, Eastern District of TX)
- **Conwood Company** v. U.S. Tobacco (U.S. District Court, Western District, KY); (largest anti-trust settlement ever collected)
- Neuhesiel v. **University of Washington** & NCAA (State Court, Seattle, WA)
- 3M Silica Litigation (numerous focus groups, mock trials across the country)
- American Optical Silica Litigation (numerous focus groups, mock trials across the country)
- Kaiser Silica Litigation (numerous trials across the country)
- Parker Products Silica Litigation (numerous trials across the country)
- Welding Rod Litigation (Focus Groups/Mock trials in NYC)
- Microsoft v. **Federal Ins.** (U.S. District Court, Western District of WA)
- Pacific Enterprises v. **Federal Ins.** (U.S. District Court, Central District of CA)
- **Intergraph** v. Toshiba (U.S. District Court, Northern District of CA)

Selected Articles and Publications

- Bloomberg, A. (2017). New Media's Impact on Jurors. Part III – Tweaking Your Graphics for the Modern Juror. *Insights*
- Bloomberg, A. (2017). New Media's Impact on Jurors: Trial Graphic Foundations. Part II – Laying the Foundation of Your Graphics. *Insights*
- Bloomberg, A. (2017). New Media's Impact on Jurors (and How Your Trial Graphics Should Respond). Part I – Jurors: Then vs. Now. *Insights*
- Bloomberg, A. (2017). Eight Tips for Preparing On-Site Trial Support Budgets. *Law 360, May 2017.*
- Bloomberg, A. (2017). Defending Premises Liability Cases with Video Surveillance Footage. *Insights*
- Bloomberg, A. (2017). Does Court-Provided Audiovisual Equipment Help or Hinder? *Insights*
- Bloomberg, A. (2016). What are the Best Colors for Your Trial Graphics? *Insights*
- Leibold, J.M., Tedder-King, A. & Bloomberg, A. (2016). How Jurors' Attitudes about Gender and Age Discrimination in the Workplace Affect Your Case. *US Law, Fall/Winter 2016.*
- Bloomberg, A. (2016). How Do I Present My Expert Witness in the Courtroom by Video Conference (aka: Skype)? *Insights*
- Bloomberg, A. (2016). How to Make the Most of Multimedia in the Courtroom. *Insights*
- Bloomberg, A. (2016). Graphics in Pre-Trial Motions & Hearings: An Early Advantage – Part 2. *Insights*
- Bloomberg, A. (2016). Graphics in Pre-Trial Motions & Hearings: An Early Advantage – Part 1. *Insights*
- Bloomberg, A. (2016). 3-D Printed Trial Exhibits: Futuristic Technology, Old-School Storytelling. *Insights.*
- Bloomberg, A. (2016). Combating Negative Juror Attitudes Toward Insures with Effective Visuals. *Insights.*

- Bloomberg, A. (2016). Four Trial Prep Lessons (and a Few Idiosyncrasies) of Great Trial Attorneys. *Insights*.
- Bloomberg, A. (2015). How to Make Video Depositions More Engaging to Jurors. *Insights*.
- Leibold, J.M. & Bloomberg, A. (2015). *Combating Negative Juror Attitudes toward Insurers with Effective Visuals*. US Law, Fall/Winter 2015.
- Bloomberg, A. (2015). The One Trial Graphic You Can't Go Without in a Construction Case. *Insights*.
- Bloomberg, A. (2015). What Are the Best Characteristics of a Great Trial Graphics Artist? *Insights*.
- Bloomberg, A. (2015). Part II. The Seven Keys to Effective Litigation Timelines. *Insights*.
- Bloomberg, A. (2015). Part I: The Seven Keys to Effective Litigation Timelines. *Insights*.
- Bloomberg, A. (2015). Timelines: The Jury's Roadmap to Your Case. *Insights*.
- Bloomberg, A. (2015). The Best Time to Prepare Your Trial Graphics. *Insights*.
- Bloomberg, A. (2015). What Does Adding a "Hot Seat" Operator to My Trial Team Cost? *Insights*.
- Bloomberg, A. (2015). The Key to Finding the Best Courtroom Technology Consultant Every Time. *Insights*.
- Bloomberg, A. (2014). What Is the Best Monitor Viewing Angle for a Jury? *Insights*.
- Bloomberg, A. (2014). One of the Most Effective (but Most Underrated) Trial Graphics of All Time. *Insights*.
- Bloomberg, A. (2014). How to Turn Financial Data into Trial Graphics to Tell a Story. *Insights*. Winner of LitigationWorld Pick of the Week.
- Bloomberg, A. (2014). A Picture Is Still Worth a Thousand Words – Especially if It Is 3D. *Insights*.
- Bloomberg, A. (2014). Part V – Trial Graphic Fundamentals: Coming Trends. *Insights*.
- 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.
- Bloomberg, A. (2014). Part IV – Trial Graphic Fundamentals: Guidelines for Trial. *Insights*.
- Bloomberg, A. (2014). Part III – Trial Graphic Fundamentals: Basic Tools to Master. *Insights*.
- Bloomberg, A. (2014). Part II – Trial Graphic Fundamentals: Basic Rules to Follow. *Insights*.
- Bloomberg, A. (2014). Part I – Trial Graphic Fundamentals: Developing a Strategy Long Before Trial. *Insights*.
- Bloomberg, A. & Featherly, R. (2012). Courtroom Technology: The iPad – A Dynamic Visual Aid for the Litigator. *Insights*.
- Wirtzfeld, A.W., Bloomberg, A. & Featherly, R. (2011). Basic Rules for Presenting Yesterday's PowerPoint Presentations with Today's Software. *Insights*.
- Bloomberg, A. (2010). Devices Every Trial Team Must Have in the Courtroom. *Insights*.
- Bloomberg, A. (2009). Going It Alone: What to Anticipate When Running Your Own Courtroom Technology. *Insights*.
- Bloomberg, A., Manlowe, B. and Guidi, J. (2008). Trial Academy Use of Technology in the Courtroom. *International Association of Defense Counsel*.
- O'Connor, T. with Bloomberg, A. (2002). Technology on Trial: A Traumatic but Routine Case. *Law Technology News*.
- Bloomberg, A., and Sandstrom, S. (2001). Trial technology, an Ancient Art Jazzed by High Tech. *National Law Journal*.

Professional Presentations

- 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.
- 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.

- Pitera, M.J. & Bloomberg, A. (2015). To Settle or Not to Settle: Using Jury Research to Inform Trial Decisions. *CLE Presentation to in-house claims adjusters for AmTrust North America*, Dallas, TX.
- Bloomberg, A. (2015). Understanding Generational Differences in Jurors' Attitudes and How Today's Media Is Influencing Trial Graphics. *Thompson Coe – 14th Annual Texas Insurance Law Update*, Dallas, TX.
- Bloomberg, A. & Wirtzfeld, A.W. (2015). Multigenerational Jurors' Attitudes and Effective Storytelling through Trial Graphics. *CLE Presentation for Fredrikson & Byron, PA, Minneapolis, MN*.
- Bloomberg, A. (2015). Civil Litigation: Understanding Generational Differences in Jurors' Attitudes. *Hennepin County Bar Association*, Minneapolis, MN.
- Bloomberg, A. (2014). Communicating with Jurors through Trial Graphics. *Exploring Litigation Analytics & Technology National Specialty Claims Symposium for Farmers Insurance*, Westlake Village, CA.
- Bloomberg, A. (2014). How Today's Media Is Influencing Trial Graphics and Our Jurors. *Women in E Discovery*, Minneapolis, MN.
- Bloomberg, A. & Wirtzfeld, A. (2014). How Today's Media Is Influencing Trial Graphics and Our Jurors. *Minnesota Association of Litigation Support Professionals*, Minneapolis, MN
- Bloomberg, A. (2014). The iPad Litigator. *E.I. DuPont de Nemours & Co.*, Wilmington, DE.
- Bloomberg, A., Hulse, B. & Gerchen, R. (2014). Using Tablet Technology Effectively in the Courtroom and the Office. *CLE presentation for Litigation Insights*, Minneapolis, MN.
- Bloomberg, A. & Spann, B., (2014). How Today's Media Is Influencing Trial Graphics: Being Ready for a Changing Landscape. *International Association of Defense Counsel*, Carlsbad, CA.
- Bloomberg, A. & Sinclair, J.W. (2013). The iPad Litigator. *Idaho Bench Bar Conference 2013*, Boise, ID.
- Sinclair, J.W. & Bloomberg, A. (2013). Webinar – iPad Litigator. *International Association of Defense Counsel*.
- Bloomberg, A. & Sinclair, J.W. (2013). The iPad Litigator: Using Tablet Technology Effectively in the Courtroom and the Office. *International Association of Defense Counsel – Major CLE*, Boca Raton, FL.
- CLE Speaker (2008). Trial Director Workshops – A Hands-on Experience for Trial Lawyers. *International Association of Defense Counsel*, Kona, HI.
- CLE Speaker (2007). PowerPoint Workshop – A Hands-on Experience for Trial Lawyers. *International Association of Defense Counsel*, Pebble Beach, CA.
- CLE Speaker (2007). Effective Courtroom Technology. *Washington Government State Bar*, Olympia, WA.
- CLE Speaker (2007). Current Trends in Technology. *St Louis Legal Assistants Association*, St. Louis, MO.
- The Lorchman Group (2006). Current Technology for Attorneys Seminar, Orange County, CA.
- CLE Speaker (2006). PowerPoint and Trial Technology. *International Association of Defense Counsel*, Palm Springs, CA.
- CLE Speaker (2003). Washington State Paralegal Association, Seattle WA.
- Guest Speaker (2003). Edmunds Community College Paralegal Program, Edmunds, WA.
- CLE Speaker (2003). Integrating Discovery and Trial Presentation Applications. *Seattle Litigation Support Managers*, Seattle, WA.
- CLE Speaker (2003). Using Technology and Electronic Presentations at Trial. *Kitsap County Association of Paralegals*, Seattle, WA.
- CLE Speaker (2003). Working with Different File Types from Forensics to Trial Presentation, Seattle, WA.
- CLE Speaker (2003). Washington State Bar Association, Spokane, WA.
- CLE Speaker (2001). Washington Young Lawyers Association, Indian Wells, CA.
- CLE Speaker (2001). Washington State Paralegal Association, Seattle, WA.
- CLE Speaker (2000). Washington State Bar Association, Seattle, WA.

- Guest Speaker (2001). Highline Community College Paralegal Program, Burien, WA.
- CLE Speaker (1996). National Association of Attorneys General, Dallas, TX.

Certifications

- Certified Software Trainer, InData's Trial Director (since 2002)
- Training the Salesman, American Management Association
- Training the Trainer, American Management Association

Professional Memberships

- Member, American Society of Trial Consultants

Community Involvement

- Girl Scouts of America
- Lewisville ISD PTA
- Explorations Preparatory School – Parent Association Board Member
- Boy Scouts of America
- Habitat for Humanity
- Mothers Against Drunk Driving