

## ABOUT SUANN INGLE ASSOCIATES



Suann Ingle Associates offers a rare combination of talent, wisdom and high-level experience in designing decisive communication for high-stakes legal disputes. We integrate our multimedia expertise, legal acumen and courtroom experience with efficient processes and exceptional responsiveness, all for the purpose of creating and presenting compelling legal arguments.



We bring a sophisticated understanding of how lawyers frame and present cases, how people take in information, and how judges, juries and arbiters form conclusions from visual evidence. This understanding is based on consulting on more than a thousand cases throughout the United States and Europe on matters involving intellectual property, white collar, insurance, financial services, employment, and complex business disputes.

We are consummate team players. We understand the roles that clients, attorneys, and other trial consultants play, and how to help bring out their best contribution at all stages: whether it's assembling the team, selecting themes, conducting mock trials, seating juries, or putting it altogether in the courtroom, arbitration hearing, or settlement conference.



Like our elite clients and business partners, we don't back down from a challenge. We do what it takes to find the combination of ideas, images, teamwork and timing that ensure a positive outcome. We never lose touch with the human factors that make partnering a pleasure and that make the legal field an exciting and rewarding arena for talented people.



### **Our core values are:**

**Extra Mile:** amazing responsiveness, yes we can, relentless pursuit of excellence

**Curiosity:** approach the work with wonder and awe; feedback is a gift

**Say It, Do It:** keep your word, thrive in a changing and demanding environment

**Fearless Communication:** listen, align and deliver; speak from the heart

**Reflection and Self Improvement:** apply feedback with courage and self-awareness

**Empathy:** focus on client perspective

**Responsible Rest:** find white space to breathe and restore

## SUANN INGLE, MA

FOUNDER & TRIAL CONSULTANT

Suann Ingle is one of the country's top visual communication consultants for trial attorneys and litigants. An expert graphic designer, she is also a trusted partner who offers decisive advice on presentation strategy and execution. After thousands of hours in the hot seat in courtrooms and arbitration hearings, Suann remains calm, focused and unflappable regardless of circumstances. This enables her to sense what's coming, and adjust visual communication on the fly to keep judges, juries and arbiters focused on the merits of the case. Suann's talents and experience take on even greater power when she integrates her graphics and presentation expertise with jury research and mock trials. With more than 500 cases behind her, she has developed a keen sense of how people learn, retain, and decide issues based on visual evidence. She and her team convert this understanding into compelling messages with speed and precision, even when headline engagements require around-the-clock support.



Since entering the field in 1994, Suann has consulted on a wide range of litigation matters, including intellectual property, white collar, insurance, financial services, employment, and complex business disputes. She has extensive experience in scaling and managing trial support teams and has helped deliver successful outcomes in venues throughout the United States and in Europe.

Her visual expertise is grounded in intellectual knowledge, including a Master of Science degree in Communications Design from Pratt Institute. When she is sketching her ideas, she can explain the principles behind them - and why they increase the odds of winning. Her personal warmth and deep educational background also enable her to teach, develop and inspire other graphics professionals to embrace the challenges of high-stakes litigation as a career.

Prior to entering the field of trial consulting, Suann Ingle spent seven years at Coca-Cola where she managed the Creative Services Department. In 1996, she joined TrialGraphix and was instrumental in establishing its New York office. At TrialGraphix, Suann managed the office and provided clients with presentation consulting at trial. She also spent three years at DecisionQuest, where she assisted legal teams in trial by providing visual solutions to complex, high-stakes matters. Before starting her own firm, Suann worked at FTI Consulting, Inc., leading the New York office of the Trial Services Division.

## JULIET ERICKSON

### SENIOR TRIAL CONSULTANT

Juliet is a communication specialist and author. She consults with international legal and corporate clients facing high stakes disputes where positive outcomes are critical. Her trial consulting experience spans over 20 years in the United States, Europe and Australia, including coaching lead trial counsel and key end clients in mock exercises and dispute resolution matters. Her expertise includes Case Presentation Feedback, Theme Development, Storytelling and Witness Preparation.



Juliet builds confidence in leaders and creates compelling and authentic messaging and delivery. Client firms have also engaged her to advise senior attorneys in a range of leadership communication contexts.

Juliet successfully advised both the Sydney and the London Olympic Bid Teams during the critical visits from the IOC and the preparations in the lead up to the final decision. She works with business leaders and entrepreneurs, TED speakers, politicians, academics, scientists, sportsmen and women, entertainers and public figures in organizations around the world. Juliet has published three books – *The Art of Persuasion* (Hodder Mobius, 2004), *Nine Ways to Walk Around A Boulder* (Kyle Cathie, 2008), and her most recent

*The Nimble Negotiator: Beat Negotiation At Its Own Game* (Provideo Press, 2014). All three contain timeless tips that apply to litigation.

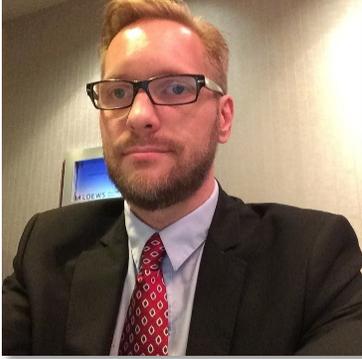
Juliet was a founding partner of Rogen International, a global communication consultancy that develops skills and strategies for individuals in high stakes communication. She was responsible for global growth of the company and was involved in establishing offices in Sydney, Los Angeles, New York and London.

Juliet commutes regularly between Santa Fe, New Mexico, New York and London, has been a lecturer at Stanford University and is a sought-after speaker worldwide. She ensures that her clients have the focus, force and energy to enhance the clarity and influence of the messages they send to audiences and to prepare them to deliver a cohesive, compelling and clear case.

## CHRISTOPHER GWINN

### PRESENTATION SPECIALIST

Chris Gwinn is our premier presentation specialist and graphic artist. Since May 1999, his abundant talents have found a home on the full spectrum of digital and print



presentation design. His early position as a telecommunications specialist overseas in the U.S. Army informs his notable dexterity in high-pressure situations. After his service, Chris relocated to New York City just in time for the first “Silicon Alley” Dotcom boom of the late '90s early '00s. Training on-the-job during this period exposed him to the design fundamentals for web, print, computer animation, and presentation graphics. His solid skill set is the result of many years delivering time and time again in the fast-paced world of internet startups. Concurrently, Chris' part in a critical moment of the tech

revolution gifted him a keen ability to adapt within the ever-changing demands of trial communications.

Since his initial engagement with SIA in 2010, Chris has cultivated a remarkable specialization in trial graphics. He frequently creates persuasive charts, powerful infographics, original templates and mockups from abstract ideas. His patience and determination help him see his work through tremendous transformation as the development of trial propels more concrete conclusions. Chris' myriad experience enables him to handle legacy designs while constructing contemporary animations and dynamic slide presentations. Moreover, his skills in photo retouching, digital audio/video engineering and editing make him an invaluable asset to any trial team.

Over time, Chris has worked for a multitude of the top broadcasting, advertising, and public relations agencies in New York City and Los Angeles, including Turner Broadcasting/CNN, NBC Universal/E!, DirecTV, Clear Channel, Ogilvy, Grey Advertising, Universal McCann, Euro RSCG, Deutsche, J. Walter Thompson, Draft FCB, Ketchum, and Weber Shandwick.

Always expanding his capabilities, Chris has spent time in the courtroom as a presentation and technology associate. Chris' dedication to SIA, continual refinement of strengths, and eagerness to stay current with the transformative world of trial communications add decisive worth to his support in and outside the courtroom.

## ERIN T. SHIPLEY

PROJECT MANAGER/EXECUTIVE ASSISTANT

Affectionately dubbed “the slave driver,” Erin brings focus and intention to the ever-changing process of trial and litigation design. She is a sharp and resourceful innovator, detail-oriented with strong awareness of the big picture. Always with the start and finish in mind, her organized, proactive, and empathetic disposition carry calm into the chaos of a closing, optimism to the anxiety of openings, and a decisive edge for our clients at every step in between.

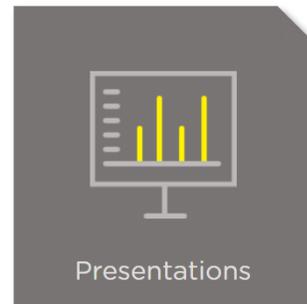
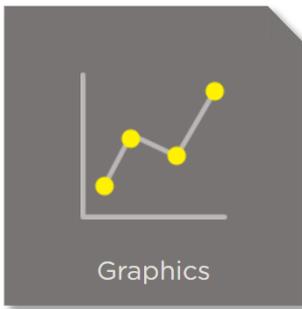


Skilled at finding creative solutions to the multifarious challenges of tight deadlines, Erin’s intensive training in photography and website development has shaped her into a tech-savvy solver with creative flair. Activated by an earnest image-based art practice, Erin remains a distinctly thoughtful viewer in her approach to each project. Her unique experience and

adaptable intellect ensures success in fast-paced environments while allowing our clients to focus on their work.

Erin’s service-centered, highly collaborative style of communicating gives her the critical ability to anticipate client needs during track changes. Her enthusiasm produces a healthy delegation of focus and forward movement that secures optimal advantage and ease for our clients beyond the expectations of trial technology and visual support.

## SERVICES



### Our offerings include, but are not limited to:

- One-on-one attorney presentation training and courtroom presence
- Full and half-day working sessions with trial team
- Review of jury consultant reports and mock exercise recordings
- Development of “sound bites” that are consistent, memorable, and persuasive
- Linguistic and presentation training to improve persuasiveness and credibility
- Rehearsal and critiques of opening statements and closing arguments
- Countdown to Trial - 100 Days to Jury Selection
- Effective Witness Preparation for and Examination at Trial
- *Voir Dire* - Elimination of Bias
- Demonstratives at Trial
- Arbitration, Mediation, and Settlement - Dispute Resolution with Graphics
- Opening Statements
- Witness preparation
- Closing Arguments
- Presentation technology and logistics during trial



### CONTACT:

Suann Ingle Associates  
349 Fifth Avenue  
New York, New York 10016  
646.926.3311  
team@suanningle.com

NEW YORK • TEXAS • NEW MEXICO • CALIFORNIA  
[www.suanningle.com](http://www.suanningle.com)