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, 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 all together 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.



Extra Mile Approach: "yes we can," relentless pursuit of excellence

Curiosity: nurture wonder and awe

Attention: full focus on case needs

Fearless Communication: speak from the heart, feedback is a gift

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

Empathy: focus on client perspective

Responsible Rest: find white space to breathe

SUANN INGLE, MS

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.

In July 2021, Suann finished serving a four year term on the board of the American Society of Trial Consultants.

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.

LISA HELFER

SENIOR TRIAL CONSULTANT



Lisa is a results-driven communications expert and team leader, experienced in developing messaging strategies for trial attorneys and legal teams involved in IP, insurance, trademark/copyright, contract, and employment disputes.

Her ability to break down complex medical, scientific, financial, and technical information into effective, believable and instructional visuals allows her to bring creative and unique storytelling solutions to our clients. She has consulted with nationally ranked litigators and expert witnesses by applying her knowledge of cognitive learning theories and information design principles. Additionally, she brings her marketing/PR savvy (consumer products, healthcare/pharmaceuticals, technology, gaming) to every engagement, enhancing the presentations used in jury and bench trials, mock exercises, arbitrations as well as pre-trial judge education.

Lisa has also worked in the interactive gaming sector: at WMS Gaming, a top innovator of electronic gambling machines; and at Jellyvision, an interactive conversation boutique. She is named as an inventor on 11 patents in the slot machine industry. She holds a Bachelor of Arts from Skidmore College where she majored in Psychology and minored in Studio Art. In 2018, she moved to England to attend the Sloan Leadership and Strategy program at London Business School. Since then, she's co-founded a mission driven public sector company, advocating for victims of crime, and joined the Innocence Project London as a board trustee.

With over 20 years of business experience, Lisa's can-do attitude keeps her calm under pressure as she seamlessly adapts to diverse trial teams. She has a proven track record of ramping up quickly and delivering innovative solutions that meet our clients' needs each and every time.

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 four books – *Power Skills for Women in Body Language and Communication* (Eddison Books Ltd., 2020)*, The Nimble Negotiator: Beat Negotiation At Its Own Game* (Provideo Press, 2014), *Nine Ways to Walk Around A Boulder* (Kyle Cathie, 2008), *The Art of Persuasion* (Hodder Mobius, 2004). All four contain timeless tips that apply to litigation.

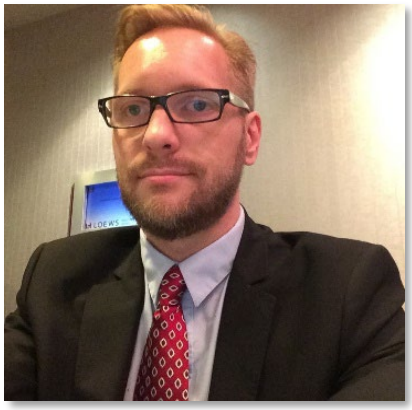
Juliet was a founding partner of Rogen International, a global communication consultancy that develops skills and strategies for individuals in high stakes communication. She was responsible for global growth of the company and was involved in establishing offices in Sydney, Los Angeles, New York and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

DEBBIE MARSHALL

PROJECT MANAGER/EXECUTIVE ASSISTANT



Debbie brings focus and organization to the everchanging process of trial, litigation design and presentation delivery in a multitude of forums. She is resourceful and detail-oriented with strong awareness of the big picture. Always with the start and finish in mind, her 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 and shifting priorities. Debbie remains a distinctly thoughtful viewer in her approach to each project. Her unique experience and adaptable intellect ensure success in fast-paced environments while allowing our clients to focus on their work. 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 presentation development and execution and jury research support.

ALAN KAUFFER

SENIOR TRIAL TECHNOLOGY CONSULTANT
alan@suanningle.com



Alan began his litigation support career in 1991, breaking into the industry during the infancy of the video deposition. During the 90's, he became a skilled digital video expert, which has been an integral part of his toolkit for legal presentations. Also, during this time, Alan cultivated a proficiency in litigation graphics that has served him well, having produced thousands of visuals for the courtroom to date.

Since 2000, Alan has been presenting in TrialDirector and has vast knowledge in every version of the software. He has managed trials in over 40 cities around the country and has spent over 250 weeks in courtrooms and war rooms supporting the nation's best trial attorneys. He has organized, coordinated, and presented in over 150 complex legal matters with a focus on product liability, environmental law, patent infringement, and commercial litigation.

Alan has extensive knowledge and experience in all facets of trial presentation. He always brings a calm and positive attitude to every situation, works well under pressure, and adapts easily to last minute change. Along with these attributes and his wide-range of support, the trial team can concentrate on what they do best.

Alan holds a Bachelor of Science Degree in Public Relations from West Virginia University and, throughout his career, has taught many litigators and colleagues alike the efficacy of trial presentation.

Significant Cases

Florida Engle Progeny Tobacco Litigation (six trials over five years)

Sprint v. TimeWarner VoIP Patent Litigation

Johnson & Johnson v. Medtronic Stent Patent Litigation

McDonnell Douglas & General Dynamics v. United States Navy

Oki Electric Industry v. Shenzhen Yihua Computer

Olin v. London Market Insurers (thirteen trials over sixteen years)