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Dr. Teresa Rosado is president and owner of JurisComm, LLC, a litigation and communication consulting firm in SE Michigan. She has been active in all aspects of litigation consulting for over 10 years. Her experience spans the realm of civil litigation, from complex multi-party commercial litigation to medical malpractice and personal injury disputes. With a doctorate in legal communication, Dr. Rosado has extensive experience in the design and analysis of mock trial and focus group research. She has conducted hundreds of post-trial juror interviews and shadow juries, and uses her experience and knowledge of juror decision making to advise clients on case strategy, courtroom persuasion and jury selection.

Dr. Rosado combines her communication training and teaching experience to assist with witness preparation for deposition and trial, conduct advocacy training courses, and lecture nationwide on jury decision making and effective courtroom communication. Her research on the influence of videotape images and computer generated simulations on juror decision making has been recognized by her peers for contribution to the litigation consulting field. She has consulted on hundreds of civil cases in both federal and state courts throughout the United States.

Professional Experience

- 2003—current President
JurisComm, LLC, a full-service litigation and communication consulting firm
- 2001-2003 Trial Consultant
DecisionQuest, Litigation Consulting
 Chicago, IL
- 1997-2001 Trial Consultant
Zagnoli McEvoy Foley, Ltd., Litigation and Communication Consulting
 Chicago, IL
- 1994-1997 Independent Researcher
 Conducted community focus groups on a contract basis for Northwestern University's Undergraduate Leadership Program, as well as legal focus group research for trial consulting firms. Also conducted survey statistical analysis on a contract basis.

Education

- 1998 Ph.D., Communication Studies (Legal Communication), Northwestern University, Evanston, IL
- 1995 M.A., Rhetoric, Persuasion and Argumentation, Northwestern University, Evanston, IL
- 1991 B.A., magna cum laude, Speech and Theater, St. Olaf College, Northfield, MN

Awards, Fellowships, Grants

National Communication Association

Chair, Commission on Communication and Law, 1998-1999.

Northwestern University

Dissertation Award, *The Influence of Computer-generated Simulations on Mock Juror and Jury Decision Making*, 1998.

American Society of Trial Consultants

Student Research Award, *The Influence of Computer-generated Simulations on Mock Juror and Jury Decision Making*, 1998.

National Communication Association

Vice Chair, Commission on Communication and Law, 1997-1998.

Speech Communication Association

Top Three Paper Communication and Law Division, 1995.

Northwestern University

Graduate Assistantship and Tuition Scholarship, Communication Studies, 1992-1996.

Northwestern University

Graduate Fellowship, Communication Studies, 1991-1992.

St. Olaf College

Departmental Distinction, Speech-Theater, 1991.

Phi Beta Kappa

Undergraduate Honor Society, 1990.

Papers and Presentations

Rosado, TM (2002, March). *The DQ Digital Brief*. Article published in *DQFYI* newsletter.

Rosado, TM (2001, September). *Trial Consulting: The effective tools of trial consultants in the 21st Century*. Presentation to Southern Illinois University Law School, Carbondale, IL.

Rosado, TM (2001, September). *Juror Perceptions of the Insurance Industry: What are they thinking and how does it affect their decision making processes?* Insurance Seminar sponsored by Davis & Young, Cleveland, OH.

Rosado, TM (2001, September). *The Impact of Technology and Visuals on Jury Decision Making*. Foley & Lardner Litigation Team, Madison, WI.

Rosado, TM (2001, February). *Advanced Presentation Skills*. Continuing Education Seminar with Act of Communication for Ernst & Young Experienced Expert Witnesses, Chicago, IL.

Rosado, TM (2001, February). *Professional Etiquette*. Continuing Education Seminar with Act of Communication for Ernst & Young, Chicago, IL.

Rosado, TM (2001, January). *Advanced Presentation Skills*. Continuing Education Seminar with Act of Communication for Ernst & Young Experienced Expert Witnesses, Chicago, IL.

Rosado, TM (2001, January). *Interpersonal Communication*. Continuing Education Seminar with Act of Communication for Ernst & Young, Chicago, IL.

Rosado, TM (2001, January). Presentation Skills Workshop with Act of Communication for Ernst & Young Litigation Group Managers, Chicago, IL.

- Rosado, TM (2000, November). *The Latest in Trial Technology*. Northwestern University Legal Communication Course, Chicago, IL (Nov. 1997).
- Rosado, TM (2000, October). *Focus Yourself, Focus Your Case*. Trial Skills Workshop conducted with Act of Communication in Chicago, IL.
- Rosado, TM (2000, October). *Jury Selection in the New Millennium*. Panel presentation at the National Asian Pacific American Bar Association 12th Annual Convention, Washington DC.
- Rosado, TM (2000, September). *The Rising Minority*. Article on the increasing role of Hispanics in jury pools published in *X-tra* Newsletter, Zagnoli McEvoy Foley.
- Rosado, TM (2000, July). *Advanced Testimony Skills*. Continuing Education Seminar with Act of Communication for Ernst & Young, Chicago, IL.
- Rosado, TM (2000, February). *Control in the Courtroom*. Advanced Trial Skills Workshop with Act of Communication in Santa Barbara, CA.
- Rosado, TM (2000, February). *Case Workshop: Focus Group and Theme Development*. Advanced Trial Skills Workshop with Act of Communication in Santa Barbara, CA.
- Rosado, TM (1999, December). *Jurors of the New Millennium*. Presentation at the Nebraska Association of Trial Attorneys Winter Seminar, Council Bluffs, IA.
- Rosado, TM (1999, November). *The Changing Face of Juries: Understanding Generation-X*. Panel presentation at the 85th convention of the National Communication Association, Chicago, IL.
- Rosado, TM (1999, November). *Bridging Both Worlds: Ethical, Methodological and Practical Considerations for Academics and Professional Legal Consultants*. Panel presentation at the 85th convention of the National Communication Association, Chicago, IL.
- Rosado, TM (1999, October). *Courtroom Advocacy in the Age of Technology*. Presentation at the University of Missouri School of Law, Kansas City, MO.
- Rosado, TM (1998, November). *The Influence of Computer-generated Simulations on Juror Communication*. Presentation at the 84th convention of the National Communication Association, New York, NY.
- Rosado, TM (1998, June). *The Influence of Computer-generated Simulations on Mock Juror and Jury Decision Making*. Presentation at the American Society of Trial Consultants Annual National Conference, San Antonio, TX.
- Rosado, TM (1998, June). *A Jury of One's Peers: The Use of Computer Graphics in a Court of Law*. Presentation at the American Society of Trial Consultants Annual Conference, San Antonio, TX.
- Rosado, TM (1997, November). *The Influence of Computer-Generated Animations on Mock Juror Decision Making*. Presentation at the 83rd convention of the National Communication Association (formerly Speech Communication Association), Communication and Law Commission, Chicago, IL.
- Rosado, TM (1996, November). *Trial Technology: The Latest in Courtroom Technology*. Lecture at Northwestern University, Legal Communication Course, Chicago, IL.
- Rosado, TM (1996, November). *The Role of Forepersons in the Deliberation Process of Mock Juries*. Presentation at the 82nd convention of the Speech Communication Association, Convention Dimension Series: "Communication: Taking the Helm," San Diego, CA.
- Rosado, TM (1995, November). *A Jury of One's Peers: The Use of Computer Graphics in a Court of Law*. Awarded one of top three papers in Communication and Law Commission. Presentation at the 81st convention of the Speech Communication Association, San Antonio, TX.

Rosado, TM (1994, November). *Image Interpretation in the Videotaped Beating of Rodney King*. Presentation at the 80th convention of the Speech Communication Association, Visual Communication Commission,, New Orleans, LA.

Rosado, TM (1994, November). *The Words of Women Crying to be Heard: The Female Voice on the Opinion-Editorial Page*. Presentation at the 80th convention of the Speech Communication Association, Feminist and Women Studies Division, New Orleans, LA.

Rosado, TM (1994, April). *The Power of Context: Image Interpretation in the Rodney King Beating*. Presentation at the Midwest Political Science Association Annual Meeting, Race and Politics Division, Chicago, IL.

Courses Taught

- Argumentation
- Crisis Communication
- Leadership: Paradigms and Strategies
- Legal Communication
- Oral Interpretation
- Persuasion
- Public Speaking, Introductory and Advanced
- Professional-Client Communication
- Rhetorical Theory
- Small Group Decision Making

Professional Organizations

American Society of Trial Consultants

American Psychological Association — Division 41; American Psychology Law Society

International Communication Association — Communication Law and Policy Interest Group

Phi Beta Kappa Honor Society

Senior Editor, *Court Call*, the official publication of the American Society of Trial Consultants

Speech Communication Association — Communication and Law Commission

Practice Areas: Litigation & Communication Consulting

Case Theory and Presentation Strategy	Communication Consulting
Jury Selection	Post Trial Interviews
Voir Dire Preparation	Venue Analysis
Focus Group/Trial Simulation Research	Community Attitude Surveys
Courtroom Observation	Change of Venue Studies
Witness Preparation	Continuing Legal Education
Visual Consulting	Negotiation Strategy
Graphics Production	Media Relations