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## Trisha Volpe, JD



Trisha Volpe leads ThemeVision's team of psychologists, data scientists, legal communication strategists and graphic artists to help clients achieve their business objectives through strategic litigation consulting. Trisha is a national trial strategist who navigates clients through the jury-decision making process, focusing on data-driven jury research and strategic trial communication in high stakes litigation and other adversarial settings.

Trisha has trial experience in jurisdictions around the country and has turned that into a unique perspective on jury decision-making and its impact on trial strategy. Her client base is diverse, ranging from international corporations to law firms and her consulting work spans all types of civil and criminal cases.

A lawyer and Emmy award-winning former journalist, Trisha is committed to helping put complex issues into perspective for lay juries hearing her client's case for the first time and working with trial teams to craft compelling case themes and trial narratives. Her strategies are based on an approach that combines science and statistical analysis with hands-on trial experience and the ability to appreciate diverse juror perspectives. Trisha leads focus groups and mock trials to dig into how juries make decisions and uses those insights to develop trial themes and strategies for voir dire, including identifying potentially risky jurors and how to best use strikes.

Trisha also works closely with witnesses as they prepare to testify and has developed an innovative communication-based training program. As part of her consulting work, Trisha also works with clients on crisis communications, issues management and client reputational issues related to litigation and other legal issues. She also uses her experience in visual communication to develop trial demonstratives that explain complex issues in an understandable way.

Before launching her legal and litigation consulting career, Trisha spent more than a decade as a broadcast journalist. She was an investigative reporter who loved to unearth and tell compelling stories. Today, that same journalistic tenacity and skilled storytelling informs her comprehensive approach to litigation consulting strategy. Trisha is also a litigation partner in the Minneapolis office of Barnes & Thornburg LLP. ThemeVision is affiliated with Barnes & Thornburg LLP.

Trisha regularly presents for national audiences and is a frequent writer, presenter, and CLE instructor on topics such as jury selection, legal storytelling and issues where media, the law, and strategic communications intersect. Trisha helped launch ThemeVision's *LinkedIn*-based thought leadership initiative *ThemeVision Focus*, and has produced numerous videos and written articles on jury decision-making, trial storytelling and purposeful communications.

Trisha earned her Bachelor of Journalism from Carleton University in Ottawa, Canada, and her J.D. from William Mitchell College of Law in St. Paul, Minnesota where she graduated summa cum laude. She enjoys teaching and coaching other lawyers and business executives on communicating with confidence.



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