

JESSICA WYERS PhD

Consultant

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CLIFTONSTRENGTHS®

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Q: HOW DO YOU CONTRIBUTE TO THE SUCCESS OF JURYSYNC CLIENTS?

A: I bring together my love of learning, my unique perspective in social science and my strengths for individualization to help clients intentionally reduce uncertainty.



EXPERIENCE

Dr. Wyers has vast experience in crafting messages and stories that are customized for different audiences from her background in social science research, public relations, and education equip her to align the scientific research with trial advocacy to better understand and develop arguments and case themes.

Her strategic experience includes:

Evidence analysis and assessment through the lens of socio-cultural communication theories to reduce uncertainty and enhance case strengths.

Developing high-quality scientific research methods to answer specific questions through mock trials and focus groups.

Creating and implementing community attitude studies to analyze trial venues and inform juror profile development.

Jury selection by applying juror profiles, creating and reviewing jury questionnaires, and analyzing individual jurors.

ROLE

Dr. Wyers applies her expertise in social science and passion for crafting messages to help clients identify unique solutions for each case to reduce uncertainty.

EDUCATION

Dr. Wyers earned her PhD in Media and Public Affairs from Louisiana State University. She holds an MA in Media Studies from the University of Houston-Clear Lake and a BA in Mass Communication from West Texas A&M University.