

AMY MARTIN PhD, JD

Consultant

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CLIFTONSTRENGTHS®

INPUT | INDIVIDUALIZATION | ACHIEVER | ACTIVATOR | MAXIMIZER

Q: WHAT DO YOU LIKE BEST ABOUT JURYSYNC?

A: The collaborative environment. Everybody's input is valued and everyone encourages one another to succeed.



EXPERIENCE

Dr. Martin is skilled in the area of legal psychology, particularly in regards to jury decision-making and case analysis. Her research background in both law and psychology provides her with the ability to combine trial advocacy with scientific research in order to develop and structure case themes and arguments.

Her strategic experience includes:

Evidence analysis and case assessment to identify and minimize areas of concern and highlight case strengths.

Development of case theory and themes that help arm deliberating jurors to persuasively argue on behalf of JurySync clients.

Design and implementation of public opinion and juror profiling surveys to evaluate the trial venue and identify predictors of support for each side in preparation for jury selection.

Jury selection in federal and state courts across the country, including preparation of juror questionnaires, voir dire questions and individual juror analysis.

ROLE

Dr. Martin applies her expertise in law and human behavior to demystify juror thought processes and develop case themes that resonate with fact-finders.

EDUCATION

Dr. Martin earned both her JD and PhD, specializing in jury decision-making psychology, from the University of Nebraska-Lincoln. She also has a BA in psychology from Ryerson University in Toronto, Canada.