



AJC CONSULTING

AJC AMERICAN JURY CENTERS

AJC MEDIA

## TRUST. DEDICATION. PASSION.

Our focus is on the early resolution of legal disputes. It's what we do, who we are, and what we strive for.

We draw upon social science theory and methodology, and empower clients to operate with the high level of confidence that helps resolve disputes. Our seasoned clients contact us early, often before cases are even filed, before battle lines are drawn.

Our business is understanding what a case or claim might look like when fully realized, and then helping clients develop a resolution strategy based on that understanding. We are committed to seeing, creating, and seizing pathways to resolution.

Make no mistake. If resolution fails, we are trial ready, trial tested, and trial hardened. We've helped scores of lawyers and clients achieve their best case scenario in the courtroom.

## WHO ARE WE?

**ALLAN CAMPO** | Phone: 850-240-2922 Email: [allan@my-ajc.com](mailto:allan@my-ajc.com)

Allan Campo, a principal at AJC™, a Principal of American Jury Centers and AJC Consulting, is one of the nation's leading consultants to parties involved in litigation. Mr. Campo has been providing these services for lawyers and their clients since 1983. He was President and Principal at the jury research firm American Litigation Analysts (ALA) until early 1998 when ALA became part of DecisionQuest, then the nation's largest trial consulting firm. At that time Mr. Campo assumed the title of Senior Vice President and became responsible for major DecisionQuest projects nationwide. He held that position until establishing AJC Consulting in 2006. He is widely known for his work in the analysis of the unique communications issues involved in litigation. His insight into the needs and interests of jurors and other fact-finders, coupled with an extensive background in psychology and interpersonal communication, have made him a sought-after resource to those who are facing a major lawsuit.

Mr. Campo has served as a member of the Board of Directors of the American Society of Trial Consultants and was President of the Society from 1994 to 1995. He continues to be a member of the Society and is a long-time Associate Member of the American Bar Association. He enjoys teaching and is a frequent speaker at conferences focused upon legal and/or insurance matters. Mr. Campo holds an M.S. degree in Applied Psychology from the University of Louisiana and is a member of the honor society Phi Kappa Phi. He presently resides with his wife, Donna, in Sandestin, Florida.

**STUART SIMON** | Phone: 561.542.8590 Email: [stuart@my-ajc.com](mailto:stuart@my-ajc.com)

Stuart is a principal at AJC™ and has assisted attorneys and corporations in the development of trial strategies and tactics from a social science perspective since 1994. Mr. Simon was a consultant with Trial Graphix/Trial Logix until 1999, and was a Vice President of DecisionQuest until 2007, the same year he and Allan Campo founded American Jury Centers.

Mr. Simon is recognized for his ability to summarize complex technical data into simple, lay-friendly concepts that juries and other decision makers can understand. He specializes in helping his clients develop comprehensive communications strategies for complex and controversial situations. He has assisted clients in strategic analysis and planning directed at solving the sensitive communications problems often faced by businesses, agencies, and law firms.

He is a member of the American Society of Trial Consultants. Mr. Simon holds a JD from Widener University School of Law. He currently resides with his family in Sun Valley, Idaho.



## OUR SERVICES

### AJC CONSULTING

- Defining Issues & Themes
- Educating Decisionmakers
- Mediation Preparation & Settlement Strategy
- Witness Identification & Education
- Strategy & Thematic Consulting
- Streamlining Evidence & Testimony
- Opening Statement & Closing Argument Design
- CLE Presentations
- Attorney Education

### AJC AMERICAN JURY CENTERS

- Quantitative Case Evaluation
- Jury Research
  - Mock Trials
  - Witness Study
  - National Baseline Research
- Venue Analysis
- Development & Design of Juror Education Tools
- Juror Questionnaire, Design and Evaluation
- Assistance with voir dire
- Jury Selection
- Jury Monitoring
- Shadow Jury
- Post-trial Juror Interviews

### AJC MEDIA

- Video Depositions
- Mediation Video
- Real-time Surrogate Juror Opinion Measurements
- Courtroom Technology
- Audio Visual Support