



SUMMARY

"Whether I'm preparing a witness for testimony, facilitating a jury research project, or designing persuasive graphics, I am in my element. All of these things are necessary to help develop a winning trial strategy. I consider my clients both partners and friends, and together we work tirelessly to tell our story in a way that best resonates with the jury."

PRACTICE AREAS

Mock Trials
Jury Focus Groups
Jury Selection
Witness Preparation
Theme Development
Trial Technology

CONTACT

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APRIL FERGUSON

CEO + SENIOR TRIAL CONSULTANT



ABOUT

For her clients, April is a trusted partner, a team player, and an invaluable asset to their litigation teams. She works tirelessly with trial teams to tell their client's story in a way that resonates with jurors and creates in them a desire to be an advocate for that client in the jury deliberation room.

In the office, she is a proven leader and a zealous advocate for her team. They work together to provide cutting edge solutions for their clients and the legal consulting industry as a whole.

Having worked on large pieces of complex litigation throughout the country, April's expertise in the trial consulting arena has brought her an internal client base, including top tier law firms, Fortune 500 companies, and celebrities. The trial teams she has had the privilege of working with have been responsible for securing multi-million-dollar verdicts for their clients as well as helping large corporations obtain defense verdicts. In January 2020, April was retained as a trial consultant by counsel for the President in the Senate Impeachment Trial of President Donald J. Trump.

April focuses her practice on theme development, mock trials, jury focus groups, and the use of technology in a litigation environment. Her case experience includes complex commercial litigation, personal injury, medical malpractice, products liability, energy law, employment law cases, criminal defense, eminent domain, construction disputes, Qui Tam actions, major environmental cases, insurance bad faith, family law, and trucking litigation, among others.

April has been involved in hundreds of jury trials throughout the course of her career. Her experience in the courtroom, combined with her jury research practice, gives April a unique perspective into the litigation process, which clients find invaluable.

In her spare time, April enjoys photography, traveling, spending time with friends and family and being active in her community.



EDUCATION

● **California Southern University**
Master of Science
Law

● **Northeastern State University**
Bachelor of Science
Criminal Justice & Legal Studies