



DecisionQuest®
A U.S. Legal Support Company



Lorrie Messinger

EXECUTIVE VICE PRESIDENT

NATIONAL

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Lorrie Messinger is an Executive Vice President of DecisionQuest. Ms. Messinger has over 20 years of experience as a strategic graphics consultant to trial lawyers. Her experience includes advertising design, art direction, corporate marketing and graphic design. She leads the New York office of DecisionQuest and heads the company's nationwide graphics operation.

Ms. Messinger consults with attorneys and their trial teams to design and develop persuasive demonstrative exhibits to be used pre-trial (mock trials, oral arguments, hearings, conferences, expert reports, settlement negotiations, technology tutorials and other submissions to the Court) or at trial (before a judge, jury, arbitration panel or other decision makers). Her work is typically used in complex civil and criminal cases in venues across the country. She has overseen the creation of exhibits for cases in a wide range of case types, including antitrust, securities, intellectual property, professional malpractice, contract, product liability, labor & employment and white collar crime and investigations.

Working closely with DecisionQuest's social scientists and other senior trial consultants, Ms. Messinger combines DQ's research experience with her graphic design expertise to create persuasive and compelling graphics that support trial strategy, enhance her client's narrative and inform key decision makers.

Prior to joining DecisionQuest, she worked as the National Graphics Manager for a Big 8 accounting firm where she served as the International Liaison for the creation and implementation of design guidelines for member firms in over 100 countries.

MEMBERSHIPS

- American Bar Association, Section of Litigation, Associate Member

SELECT PUBLICATIONS

- Messinger, L., Bullard, D.D. and Rossi, G. (2020). *Visual Path to Verdict: Building Persuasive Litigation Graphics Three-Part Blog Series.*
- Messinger, L. (2016). *Lawyers Are Obligated to Embrace Technology Advancements.*
- Messinger, L. (2002). *Demonstrative Evidence in a Markman Hearing: Storytelling in the Wake of the Festo Decision.*

SELECT SPEAKING ENGAGEMENTS

- Messinger, L. (2020). *Visual Strategies in Medical Malpractice Cases.*
- Messinger, L. (2010). *Using Graphics to Support Witness Testimony.*
- Messinger, L. (2009). *How Jurors Learn.*
- Messinger, L. (2008). *Impact of Technology in the Courtroom.*
- Messinger, L. (2010). *Using Visuals to Strengthen Your Strategic Points.*
- Messinger, L. (2005). *Strategic Presentation of Electronic Evidence in the Courtroom.*
- Messinger, L. (2003). *Risky Business: Corporations on Trial.*

EDUCATION

Ramapo College Business Administration with minors in Business Law, Psychology

Fashion Institute of Technology (FIT), State University of New York A.A.S., Advertising Design, with Honors