

# **DR. JEFFERY R. BOYLL**

**Founder & President  
Litigation Research Technologies Inc.**

## **SUMMARY:**

**Former clinical Neuropsychologist with over 20 years of full time trial consulting experience as founder and president of L.R.T. Specializing in civil defense, Dr. Boyll has assisted Fortune 500 companies with successful defense results and developed innovative jury research procedures that have played a pivotal role in hundreds of high profile, large exposure cases. Dr. Boyll has been featured by local and national media for expert jury analysis on numerous occasions.**

## **EDUCATION**

Doctorate in Counseling Psychology, 1986  
License in Psychology (#1230), 1986  
Former Assistant Professor of Research Design and Statistics, Northern Arizona University

## **PROFESSIONAL MEMBERSHIPS**

American Society of Trial Consultants  
American Psychological Association  
Defense Research Institute (DRI)  
National Academy of Neuropsychologists

## **PUBLICATIONS**

***“A Claims Manager's Guide to Using Jury Research.”* Claims, November 1998**

***“Using Early Jury Focus Research.”* For the Defense, July 1998**

***“Winning over the Jury: Tips From the Mouths of Jurors.”* Inside Litigation, Vol. 6, No. 10, Oct. '92.**

***“Identifying Key Juror Attitudes in Voir Dire”.* For The Defense, February 1993.**

***“How to Give Jurors What They Want: Lessons from a Shadow Jury”.* Inside Litigation, Vol. 6, No. 8, August 1992**

***“Jury Research and the Contingency Lawyer”.* The Advocate, December 1992.**

***“Utilizing Behavior Research for Successful Attorneys”***. Published by State Bar of Arizona Trial Practice Section, Vol. 2, No. 2 Spring 1991.

***“Spotting Jurors Who Can Hurt”***. Defense Counsel Newsbrief, Summer 1991.

***“Learning Without Losing: Trial Simulations at Work”***. National Assoc. of Mutual Insurance Co. 4/91.

***“Gaining the Edge in Court with Pretrial Behavioral Research”***. Insurance Journal, Mar. '91.

***“Using Jury Research to Reduce Litigation Costs”***. National Underwriter, July 1991.

***“Maximizing Voir Dire and Jury Persuasion”***. Arizona Attorney, vol. 27, No. 10, June 1991.

***“Win-Win Negotiating”***. Insurance Journal, September 1991.

***“Mastering the Art and Science of Persuasion”***. The Practical Litigator, vol. 1, No. 5, Sept. 1990.

***“Psychological, cognitive, Personality and Interpersonal Factors in Jury verdicts”***. Law and Psychology Review, July 1991.

***“Utilizing Research Methods for Successful Litigation”***. Trial Diplomacy Journal. V. 13, No. 4, '90

***“Winning Your Case: Extra-Evidentiary Factors”***. Trial Lawyers Quarterly, V. 20, No. 3, '90.

## **EXPERIENCE**

Dr. Boyll has been retained as lead jury consultant in excess of 1,000 cases in venues across the nation and in Canada. Dr. Boyll has direct involvement in the analysis and successful completion of all jury research projects in which L.R.T. is retained.

---