



Brianna Smith, M.S.

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Brianna Smith, M.S. is an Associate Consultant with Trask Consulting, a litigation strategy, jury research, and trial consulting firm. Brianna adeptly moderates mock trial groups as part of the esteemed jury research team. Post-research, she brings valuable behavioral and social science perspectives to client debriefs and project analyses. She also lends her skills to an array of post-trial juror interviews as well as the planning and execution of shadow juries.

Brianna specializes in aiding senior consultants in court with jury selection. Experienced in analyzing juror social media search results and applying them to risk profiles, Brianna plays a pivotal role in assisting counsel during the selection process.

Brianna studied full-time to obtain her master's degree in Criminal Justice and Criminology from the University of Central Missouri during her early roles as a Research Coordinator and Research Associate. Beyond her work at Trask, Brianna is a member of the American Society of Trial Consultants and serves on its Research Committee.

CAREER

Trask Consulting

Associate Consultant

2024–Present

Brianna supports trial teams involved in complex commercial litigation. Brianna aids counsel by preparing research proposals and engagements, managing mock research and trial preparation, drafting research materials, collecting and analyzing data, and reporting findings analyses. With extensive experience in quantitative and qualitative design methodologies, Brianna ensures rigorous testing and analysis of community attitudes. As an associate, she facilitates in-person and online focus groups and mock trials, assists Senior Consultants during jury selection, and coordinates post-trial interviews and shadow juries.

Her notable engagements include assisting:

- Plaintiff in *Zachary Young v. CNN* in Bay County, Florida. The jury found CNN liable for defamation and awarded compensatory and punitive damages. The parties settled prior to the completion of the punitive damage phase.

IMS Legal Strategies

Associate Consultant

2024

During her time at IMS, Brianna supported trial teams involved in high-stakes and complex civil and criminal matters. She assisted clients in advancing their cases through robust research, data-driven strategies, and compelling messaging. Brianna's educational background and extensive training in both quantitative and qualitative research methodologies enhanced her ability to deliver a data-driven approach to jury research and trial preparation. Brianna's primary responsibilities included drafting proposals and providing budget analyses, performing venue analyses, researching media trends, developing questionnaires and research methods, conducting research and moderating focus groups, drafting analysis reports, and assisting Senior Consultants during voir dire and jury selection. Brianna also served as liaison during shadow juries and post-trial interviews.

Jury Research Associate

2023 - 2024

MEMBERSHIP

American Society of Trial
Consultants

LEADERSHIP

American Society of Trial
Consultants

Research Committee

IMS Legal Strategies

Senior Jury Research Coordinator 2022–2023

Brianna facilitated the planning and execution of both online and in-person mock trials and focus groups. Her responsibilities included performing venue analyses, coordinating logistics, negotiating contracts, overseeing research operations, and collecting and analyzing quantitative and qualitative data. Brianna served as a liaison during shadow juries, post-trial interviews, and during jury selection when Courts permitted the use of juror questionnaires.

Jury Research Coordinator 2021–2022

Her notable engagements include assisting:

- Plaintiff in *Vanessa Bryant v. County of Los Angeles, et al.* in Los Angeles County, California. The jury awarded Vanessa Bryant \$16 million in non-economic damages for the emotional distress and mental anguish caused by Los Angeles County's misconduct. Co-plaintiff Chris Chester was awarded \$15 million in non-economic damages.

Litigation Insights

Jury Research Case Manager 2018–2021

Brianna played a key role in organizing and executing both online and in-person mock trials and focus groups. Her duties included selecting optimal research venues, coordinating the recruitment of mock jurors to ensure a representative sample of the venire, facilitating communication with vendors, managing research operations, integrating questionnaires into statistical software, collecting research data, and analyzing quantitative and qualitative data.

PUBLICATIONS

Procise, T., Metz, D., & Smith, B. (2024, May). The Truth Told Well: Medical Malpractice Witness Preparation. *DRI: For The Defense*.

Hiley, A. & Smith, B. (2024, May). Best Practices for Post-Trial Interviews. *Law 360*.

EDUCATION

University of Central Missouri

- M.S., Criminology & Criminal Justice
- B.S., Criminology & Criminal Justice