



## Hailey Drescher, PhD

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Dr. Drescher consults on high-stakes civil and criminal cases in state and federal courts. Her blend of communication and performance training make her an asset when preparing witnesses, crafting case themes and narratives, identifying sympathetic and non-sympathetic jurors during voir dire, and strategically communicating complex information to jurors. She is adept in quantitative and qualitative methodologies ensuring a comprehensive design and analysis of pre-trial research.

She earned her PhD in Communication Studies with an emphasis in Legal Communication from The University of Kansas.

### CAREER

#### Trask Consulting

##### Senior Consultant

2012-Present

Dr. Drescher has consulted on a variety of civil and criminal cases in both State and Federal courts across the country. Her blend of communication and performance training make her an asset when preparing witnesses, crafting case themes and narratives, identifying sympathetic and non-sympathetic jurors during voir dire, and strategically communicating complex information to jurors. Dr. Drescher is adept in both quantitative and qualitative methods allowing for a comprehensive design and analysis of pre-trial research.

Over her career, Dr. Drescher has been involved in jury trials across the United States and U.S. territories. Some of her more notable engagements include assisting:

- Defendant in *TravelPass v. Group v. Marriott International* in the Eastern District of Texas, Texarkana Division. After five days of trial, TravelPass Group withdrew its antitrust and conspiracy claims against Marriott. TravelPass also acknowledged that Marriott did not participate in any unlawful activity or engage in any conspiracy. TravelPass also made a public apology to Marriott and the Marriott family for any harm to Marriott's reputation due to TravelPass's allegations.
- Plaintiff in *ResMan, LLC v. Karya Property Management, LLC and Expedien Inc.* in the Eastern District of Texas, Sherman Division. The jury found that Karya breached its contract with ResMan, Expedien tortiously interfered with the contract between ResMan and Karya, and that both defendants improperly acquired, disclosed, and used ResMan's trade secrets. ResMan was awarded \$152.29 million compensatory and punitive damages.
- Plaintiff in *KAIST IP US v. Samsung Electronics Co., et al.* in the Eastern District of Texas, Marshall Division. The jury found the defendants Samsung, Qualcomm, and Global Foundries infringed KAIST's patent and awarded \$400 million in damages.
- Plaintiff in *Lima Refining v. Harsco Corporation, et al.* in Harris County, Texas. The jury found the defendant 100% responsible for the damages suffered by Lima Refining in a facility fire and awarded \$317 million in damages.
- Plaintiff in *Gadeco, LLC v. Jack Grynberg, Inc.* in Arapahoe County, Colorado. The jury found on behalf of members of the Grynberg family, in their long and hard-fought battle to gain control, and ultimately protect, several family companies worth hundreds of millions of dollars.

### LEADERSHIP

Trial Consultant Advisor to the  
NYU Law School Civil Jury  
Project

### MEMBERSHIP

American Bar Association

American Society of Trial  
Consultants

## CAREER (CONT.)

- Plaintiff in *Somma Food Group, LLC v. House of Raeford Farms Inc* in Dallas County, Texas. The jury found the defendant liable in a product liability case and awarded \$10 million in damages.
- Plaintiff in *Tech Pharmacy Services, LLC. Alixa Rx, LLC et al.* in the Eastern District of Texas, Sherman Division. The jury found the defendants breached their contract with Tech Pharmacy and awarded \$15 million in damages.
- Plaintiff in *Cioffi, et al. v. Google, Inc.* in the Eastern District of Texas, Marshall Division. The jury found that Google's Chrome Browser Sandbox technology infringes 3 U.S. Patents owned by inventors Al Cioffi and Al Rozman (deceased) and awarded \$20 million in damages.

Dr. Drescher earned her PhD in Communication Studies with an emphasis in Legal Communication from The University of Kansas. She publishes and presents research on topics including jury decision-making, damage awards in patent cases, enhancing the efficacy of expert testimony, juror misconduct, and Supreme Court rhetoric. She has also taught and lectured in courses including legal communication, communication in conflict resolution, and persuasion. She holds a Master's Degree in Communication Studies from the University of North Texas and an undergraduate degree in Theatre Performance from the University of Evansville in Indiana.

Dr. Drescher is a member of the American Society of Trial Consultants and the American Bar Association. She also serves as a Trial Consultant Advisor to the Civil Jury Project at NYU Law School. She is a native Texan and an avid stand-up paddle boarder.

## EDUCATION

### University of Kansas

- PhD, Communication Studies, emphasis in Legal Communication, May 2017
- Dissertation: Combatting a failure to report: Juror misconduct and the mum effect

### University of North Texas

- M.S., Communication Studies, May 2013
- Thesis: Connecting the circuit: Analyzing jurors' cognitive gaps and damage awards in patent infringement trials

### University of Evansville

- B.S., Theater Performance, May 2004

## PROFESSIONAL PRESENTATIONS

Drescher, H. & Glover, B. (2020, March). Witness preparation and juror selection: Methods and considerations. CLE presented to the Douglas County Defense Bar in Lawrence, KS.

Drescher, H. (2017, December). Redheads are bad for my case: Practical thoughts on jury selection. CLE presented to the Douglas County Defense Bar in Lawrence, KS.

## PROFESSIONAL PRESENTATIONS (CONT.)

Drescher, H., Morris, C., & Kuehn, P. (2017, June). What are we doing to save the jury system? Panel presented to the annual meeting of the American Society of Trial Consultants, Chicago, IL.

Drescher, H. (2016, November) Combatting a failure to report: Juror misconduct and the mum effect. Paper presented to the annual meeting of the National Speech Communication Association, Philadelphia, PA.

Drescher, H. & Schon, J. (2016, April) Combatting expectations for victim demeanor: The ability of expert testimony to overcome EVT in rape cases. Paper presented to the annual meeting of the Southern Speech Communication Association, Austin, TX.

Drescher, H. (2015, November) "Them lawyers, they're going to make a killing": Analyzing jurors' justifications of damage awards in patent infringement trials. Paper presented at the annual meeting of the National Speech Communication Association, Las Vegas, NV.

Drescher, H. (2015, April). The parade of goats: The media's use of scapegoating in the Ethan Couch story. Paper presented at the annual meeting of the Central States Communication Association, Madison, WI.

Drescher, H. (2014, November). The Jury is Out. Great Ideas for Teaching (GIFT) presented at the annual meeting of the National Speech Communication Association, Chicago, IL.

Drescher, H. (2014, April). Connecting the circuit: Analyzing jurors' cognitive gaps in patent infringement trials. Paper presented to the annual meeting of the Southern Speech Communication Association, New Orleans, LA.

Drescher, H. (2011, October). High stakes persuasion: Teaching persuasion through the perspective of the felony trial attorney. Paper presented at the annual meeting of the Texas Speech Communication Association, Irving, Texas.

## PUBLICATIONS

Silberkleit, G, Drescher, H. & Trask, T. (2020, September). The value of trial team diversity: Commentary and empirical study on diversity in intellectual property trial teams. Pending presentation at the AIPLA Annual Conference in October.

Drescher, H. (2018, August). The illuminating power of the shadow jury. The Civil Jury Project at NYU Law School, 3(7).

Trask, T. & Drescher, H. (Spring 2018). Strategies for success at trial: How to change your jury selection preparation timeline and why it matters. The Advocate, Case Planning, 82, 45-47.

Drescher, H. (2015). Hunting dinosaurs? A conversation with Steve Susman and Tara Trask on the vanishing jury trial. The Jury Expert, 27(3).

## PUBLICATIONS (CONT.)

Malphurs, R. A., Bochantin, J., Drescher, H., Framer, M. W. (2013). Too much frivolity, not enough femininity: A study of gender and humor at the U. S. Supreme Court. *Social Science Research Network* Available at SSRN: <http://ssrn.com/abstract=2335613> or <http://dx.doi.org/10.2139/ssrn.2335613>

Malphurs, R. A., & Drescher, H. (2012). "A parade of horrors"—broccoli, burial markets, and Justice Scalia's wife: The role of analogies in human decision-making from justices to jurors," *The Jury Expert*, 24(3), 48-56.

Malphurs, R. A., & Drescher, H. (2012). "That's enough frivolity": A not so funny countdown of the Supreme Court's Affordable Care Act oral arguments," *Social Science Research Network* 6 Available at SSRN: <http://ssrn.com/abstract=2079136> or <http://dx.doi.org/10.2139/ssrn.2>