

## WHO WE ARE:

### *TSI Founder, Karyn J. Taylor*



**Karyn J. Taylor comes to the legal field after a long and distinguished career in broadcast journalism.** A former Producer/Director/Writer for CBS News' *60 Minutes*, ABC News' *20/20* and *Closeup*, PBS' *Frontline* and more, Karyn is a Trial Consultant and master storyteller with 25 years of experience crafting concise, emotionally compelling stories for film, television, print, and court. She is a *magna cum laude* graduate of Wellesley College and a recipient of Stanford University's prestigious John S. Knight Fellowship for Professional Journalists who has won over fifteen journalism and filmmaking awards and has been nominated for two *EMMY*'s, the *Writer's Guild Award*, the *Humanitas Prize*, and the *Alfred I. duPont-Columbia University Award*. In 2004, Karyn became a Finalist (top 10 out of 6,073 entries) in the Academy of Motion Picture Arts and Sciences' *Don and*

*Gee Nicholl Fellowships in Screenwriting*—the equivalent, for a budding screenwriter, of being nominated for an Oscar by the very people who award the Oscars.

**Karyn was introduced to the field of trial consulting while covering a product liability lawsuit for *60 Minutes*.** She joined *Litigation Sciences, Inc.* in 1992, *DecisionQuest* in 1997, and gathered an experienced group of trial consultants, visual storytellers, and strategic communications experts to launch *The Strategic Image (TSI)* in Los Angeles in 2003. *TSI* is now based in the Chicago area, but Karyn and her colleagues work on cases across the country.

**As a Trial Consultant, Karyn is best known for her ability to make the complex simple.** She is exceptionally skilled at "dumbing down" even the most technical subjects and has helped clients win record-setting verdicts time and again. She produced a computer animation on the ring laser gyroscope that helped Litton Industries win a record billion dollar verdict in *Litton vs. Honeywell*; designed such jury-friendly multimedia demonstratives on earthquake code and structural engineering that jurors on the island of Guam awarded her client over \$174 million in compensatory and punitive damages—two of the largest verdicts of 2001 and 2002 (*Kawasho v. Mitsui*); and in a true David vs. Goliath scenario, she produced an animated timeline that helped a small contractor from California take home a record \$40 million dollar construction claims verdict against oil industry behemoth, EXXON (*Enserch v. Exxon*).

**Karyn is currently a member of the American Bar Association, the Chicago Bar Association, and the Writers Guild of America, West** and has been a featured speaker before the Illinois Institute of Continuing Legal Education (IICLE), the Chicago Bar Association's *Labor & Employment* and *Financial & Investment Services* committees, the Securities Experts' Roundtable, the American Society of Trial Consultants (ASTC), the American Bar Association's *Litigation, Minority Lawyer, and Forum on Construction* sections, the State Bar of California's *Intellectual Property Institute*, the Continuing Education of the Bar (CEB), Women Lawyers of Los Angeles (WLALA), San Diego Inn of Court, and numerous law firms and local bar associations.

**Karyn believes her success is due in no small part to her ability to field stellar teams of collaborators—**dedicated litigation industry professionals whose rich and varied backgrounds augment and complement her own. With decades of experience and hundreds of cases to their credit, Karyn and her colleagues have an

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unparalleled ability to comprehend the complexities of your case, separate the wheat from the chaff, and ensure that you will make the most focused and powerful courtroom presentation possible.

**To see how seamlessly and effectively TSI's knowledge and expertise will complement your own, CONTACT US.** After all, that blanket of roses in the Winner's Circle ought to be *yours!*

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**TESTIMONIAL**

*"This remarkable woman was designed for her job. She has a unique bundle of abilities -- including an analytical and facile mind, imagination and creativity to spare, and a tireless devotion to the work -- and a dead-on background for her position. Each one of those was essential to her ability to undertake and excel in this large and difficult project.... Though the many difficult subjects and the long hours made aspects of this project wearisome, Karyn's personal charm, energy, and cooperativeness made our work...a pleasure."*

Robert L. Ivey, Esq.  
WHITMAN, BREED, ABBOTT & MORGAN, LLP

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