



SONIA CHOPRA, PH.D.

Sonia Chopra, Ph.D. is the founder and president of Chopra Litigation Consulting, and cofounder of research platform Virtual Courtroom™. Chopra Litigation Consulting is focused on providing our clients with valuable real-world advice on how to succeed in all aspects of litigation. Dr. Chopra combines over 25 years of trial consulting experience with current social science theory to develop winning case strategies, effective witness preparation techniques, valuable pre-trial research, and game changing jury selection methods. Dr. Chopra has been involved in over 2000 cases, ranging from multi-million-dollar civil litigation to high stakes criminal trials. She provides clients with assistance in litigation and settlement strategy, storytelling and theme development, damages valuation, opening statements and closing arguments, focus group and trial simulation research, witness preparation, and jury selection. Her practice specialties include plaintiff side personal injury, product liability, employment and civil rights litigation, class actions, commercial litigation, and criminal defense.

### Notable Cases

*Pilliod v. Monsanto*, \$2,005,000,000. Product Liability.

*Anderson v. Monsanto*, \$1,056,000,000. Product Liability.

*Gill v. Abbott*, \$495,000,000. Product Liability.

*Echeverria v. Johnson & Johnson*, \$417,000,000. Product Liability.

*Johnson v. Monsanto*, \$289,000,000. Product Liability.

*Soulliere v. Suzuki*, \$161,000,000. Product Defect.

*Moradi v. The Cosmopolitan*, \$160,500,000. Premises Liability, Traumatic Brain Injury.

*Blair v. Moreno Valley Unified School District*, \$135,000,000. Child Sexual Abuse.

*Hardeman v. Monsanto*, \$80,200,000. Product Liability.

*Maggio v. First Solar*, \$53,100,000. Negligence, Electrocution.

*Lenning v. CRST*, \$52,708,000. Truck Collision.

*Greener v. Del Mar Ju Jitsu*, \$46,475,000. Negligence, Paralysis.

*Lovenstein v. Eskaton Fountainwood Lodge*, \$42,500,000. Nursing Home Malpractice.

*Lo v. Southern California Gas Company*, \$41,800,000. Motorcycle Collision.

*Fernandez v. Walmart*, \$41,000,000. Premises Liability.

*Casillas v. Landstar Ranger*, \$34,500,000. Truck v. Pedestrian Collision.

*Freeman v. Board of Trustees*, \$39,500,000. Negligence, Traumatic Brain Injury

*Perez v. Sunde*, \$29,000,000. Auto v. Pedestrian, Traumatic Brain Injury.

*Allison v. Smoot Enterprises et al.*, \$27,000,000 Truck Collision, Wrongful Death.

*Rojas v. Hajoca*, \$23,700,000. Motorcycle Collision.

*Rada v. Hardin Irvine Automotive*, \$21,400,000. Motorcycle Collision.

*Eaves v. Ashland, Inc.*, \$21,300,000. Failure to Warn/Dangerous Condition, Wrongful Death.

*Jun v. Chaffey Joint Union High School District*, \$20,500,000. Dangerous Condition, Wrongful Death.

*Diao v. Southern California Gas Company*, \$19,800,000. Premises Liability, Burn Injury.

*Huayanca v. Southland Transit District*, \$17,100,000. Bus v. Pedestrian Collision.

*Sheaffer v. NuCO2*, \$17,400,000. Truck Collision.

*Francisco v. ACC Transit District*, \$15,300,000. Bus Collision.

## Professional Activities

Presenter, 2024, *Don't Try Them Until You Mock Them*. American Bar Association—Antitrust Section Spring Meeting, Washington, DC.

Presenter, 2024, *Can Justice be Blind? How to ferret out and combat implicit bias in voir dire*. Los Angeles Bar Association Labor & Employment Symposium, Los Angeles, CA.

Presenter, 2023, *Masters in Trial*. American Board of Trial Advocates San Francisco Chapter, San Francisco, CA.

Presenter, 2023, *Challenges for Cause*. PSBR Playbook Live, Deer Valley, UT.

Presenter, 2023, *Dealing with Juror Implicit Bias*. Continuing Education of the Bar Webinar.

Presenter, 2022, *Best Practices for Jury Selection*. Alameda County Bar Association Webinar.

Presenter, 2022, *Jury Selection: Can you spot the bad eggs?* CAALA Women in Law-Trial Skills Conference, Huntington Beach, CA.

Presenter, 2022, *Developing Your Claims and Preparing for their Defenses*. Trial Lawyers University Case Analysis Webinar.

Presenter, 2021, *Jury Selection: 2021 update, the psychology of decision making, nuts & bolts, and seeing how the sausage is made*. Trial Lawyers University, Las Vegas, NV.

Presenter, 2021, *Jury Selection: Techniques that work, questions to ask in every case, presenting and overcoming juror challenges*. CAALA Women In Law-Trial Skills Conference, Marina Del Rey, CA.

Presenter, 2021, *Frenemies v. BFFs: Why identifying both is vital to voir dire*. Embrace Your Inner Bad Ass, San Diego, CA.

Presenter, 2021, *Jury Selection in a \$39,500,000 TBI Settlement*. Trial Lawyers University Case Analysis Webinar.

Presenter, 2021, *Focus Group Research that led to a \$23.7 Million Bench Trial Award*. Case Analysis Webinar.

Presenter, 2021, *In Person Jury Selection in the Time of Covid: Tips from the Trenches*. Inner Circle of Advocates Mid-Winter Meeting.

Presenter, 2021, *Be Ready to Represent Your Clients in 2021*. Nevada Justice Association Big Winter CLE.

Presenter, 2020, *Creative Case Crafting: Finding and Telling the Story of YOUR Case*. Consumer Attorneys of California Annual Convention.

Presenter, 2020, *Post-Pandemic: Put on your Pants and Pick a Jury*. American Board of Trial Advocates Masters in Training, Masters in Jury Selection Webinar Series.

Presenter, 2020, *Turning a \$200K "Final Offer" into a \$27M Unanimous Verdict*. Case Analysis Webinar.

Presenter, 2020, *Out of the Pan(demic) and into the Fire: The Future of Voir Dire in a Post-COVID World*. San Francisco Trial Lawyers Association Webinar.

Presenter, 2020, *Creative Case Crafting*. TBI MedLegal Webinar.

Presenter, 2020, *The DIY Focus Group*. Bar Association of San Francisco Webinar.

Presenter, 2020, *Jury Selection*. PSB Playbook Webinar.

Presenter, 2020, *Why You Need a Diverse Trial Team*. California Lawyers Association Antitrust, UCL and Privacy Division Webinar.

Presenter, 2019, *The Science and Psychology of Case Framing*. Consumer Attorneys Association of Los Angeles Case Framing Seminar: How to Establish and Develop your Themes from Intake through Trial, Los Angeles, CA

Presenter, 2018, *Lessons Learned from "Silicon Valley's Biggest Showdown": An Inside Look at the Waymo v. Uber Trade Secrets Case*. National Asian Pacific American Bar Association Annual Convention, Chicago, IL.

Presenter, 2018, *Seeing is Believing: A Primer on Voir Dire with Live Jurors*. California Employment Lawyers Association Annual Convention, San Diego, CA.

Presenter, 2018, *A Judge, a Trial Attorney and a Jury Consultant Walk into a Courtroom: Jury Selection Tips and Techniques*. California Lawyers Association Litigation and Appellate Summit, San Francisco, CA.

Presenter, 2018, *Voir Dire and Jury Selection: Tips from the Masters*. American Society of Trial Consultants Annual Conference, Fort Worth, TX.

Presenter, 2017, *The Psychology of Jury Decision Making*. American Board of Trial Advocates National Jury Summit, Nashville, TN.

Presenter, 2017, *Women Jedi: Women in the Courtroom, Picking a Winning Jury*. Consumer Attorneys of California Annual Convention, San Francisco, CA.

Presenter, 2017, *Picking the Jury: Mock Voir Dire*. Consumer Attorneys of California Los Angeles Annual Convention, Las Vegas, NV.

Presenter, 2017, *Seating an Impartial Jury, Challenges & Solutions*. Southern District of California Judicial Conference, San Diego, CA.

Presenter, 2016, *Implicit Bias: Implications for Jury Selection*. California Employment Lawyers Association 29<sup>th</sup> Annual Convention, Los Angeles, CA.

Presenter, 2016, *Jury Selection: What to Ask and How to Ask it*. National Employment Lawyers Association 2016 Annual Convention, Los Angeles, CA.

Presenter, 2016, *Jury Selection: Goals, Techniques, Challenges*. Alameda Contra Costa Trial Lawyers Association Voir Dire Seminar, Oakland, CA.

Presenter, 2015, *Improving Perceptions of your Client*. Alameda County Bar Association Sixth Annual Labor and Employment Symposium, Oakland, CA.

Presenter, 2015, *Make Yourself Heard: Communication and Presentation Skills for Women Attorneys*. 360 Advocacy Trial Skills from the Woman's Perspective: Lean In, Aspen, CO.

Presenter, 2015, *Picking Your Winning Jury*. South Asian Bar Association National Convention, Orlando, FL.

Presenter, 2015, *Finding Your Personal Professional Style in the Face of Stereotypes*. California Employment Lawyers Association Diversity Leadership Summit, San Francisco, CA.

Panelist, 2015, *Masters' Session: State of the Industry: Current Trends, Future Challenges, Permanent Changes*. American Society of Trial Consultants Annual Conference, Nashville, TN.

Presenter, 2014, *Proving Damages in Immigrant Employee Cases: Considerations for Jury Trial*. California Employment Lawyers Association 27<sup>th</sup> Annual Convention, San Diego, CA.

Presenter, 2014, *Trial Skills Series: Voir Dire*. San Francisco Trial Lawyers Association CLE program. San Francisco, CA.

Presenter, 2013, *Voir Dire Skills Workshop: Drafting and Using Questionnaires Effectively*. Consumer Attorneys of California 50<sup>th</sup> Annual Convention, San Francisco, CA.

Presenter, 2013, *De-Biasing the Courtroom*. Thelton E. Henderson Center for Social Justice Fall 2013 Symposium: *Working for Change, Low Wage Earners at the Tipping Point*. Berkeley, CA.

Presenter, 2013, *Maximizing Damages: The Right Jurors, The Right Arguments*. Santa Clara Trial Lawyers Association 2013 Belli Seminar: *Cutting Edge Trial Techniques for the 21<sup>st</sup> Century*. San Jose, CA.

Presenter, 2013, *Picking Your Alameda County Jury: Examining Myths and Truths About Alameda County Jurors and the Attorneys Who Select Them*. Alameda County Bar Association Fourth Annual Labor and Employment Symposium.

Presenter, 2013, *Effective 20-Minute Voir Dire*. California DUI Lawyers Association August Seminar, Fresno, CA.

Presenter, 2013, *Trial Skills Series: Voir Dire*. San Francisco Trial Lawyers Association CLE program.

Presenter, 2013, *Jury De-Selection: Rethinking Voir Dire to Maximize Results*. West LegalEdcenter Online CLE Program.

Presenter, 2013, *Voir Dire: What Works, What Doesn't*. Voir Dire Roundtable. Consumer Attorneys of California Donald L. Galine Annual Tahoe Ski Seminar.

Presenter, 2013, *Making the Most of 20 Minute Jury Selection*. Northern California DUI Lawyers Association Meeting, Oakland, CA.

Reviewer, 2012, *Psychology, Crime and Law*.

Presenter, 2012, *Juror Attitudes and Damages: New Research and Practical Applications*. Consumer Attorneys of California/National Association of Trial Lawyer Executives Seminar Web Live! Syndicated Series.

Presenter, 2012, *A Judge, A Lawyer, and a Trial Consultant Walk into a Bar*. American Society of Trial Consultants Annual Conference, New Orleans, LA.

Presenter, 2012, *Race and Gender in the Courtroom: Perceptions, Presumptions and Prejudices*. American Society of Trial Consultants Annual Conference, New Orleans, LA.

Presenter, 2012, *Interactive Voir Dire Skill Development*. San Francisco Trial Lawyers Association CLE Shred!, Lake Tahoe, NV.

Presenter, 2011, *Reviving the Lost Art of the Jury Trial: Utilizing Pre-Trial Research*. Contra Costa County Bar Association MCLE Spectacular, Walnut Creek, CA.

Presenter, 2011, *Jurors and Social Media*. California Employment Lawyers Association Social Media Experience Seminar, Monterey, CA.

Presenter, 2011, *How to Speak to Jurors About Wrongdoing, Harm & Loss in a Down Economy*. West LegalEdCenter Online CLE Program.

Presenter, 2011, *Jury Selection and Voir Dire*. National Employment Lawyers Association Trial Advocacy for the Plaintiff's Employment Lawyer MCLE Program, Los Angeles, CA.

Presenter, 2011, *Diversity in Communication and Storytelling*. Weil Diversity Week MCLE Program, Redwood City, CA.

Presenter, 2010, *Pulling the Curtain Back on Jury Selection: An Interactive Seminar*. California Employment Lawyers Association MCLE Program, Manhattan Beach and Oakland, CA.

Presenter, 2010, *Jury Selection in Employment Cases*. Alameda County Bar Association Employment Law Symposium, Oakland, CA.

Presenter, 2010, *Mock Jurors Real Attitudes (Revisited): Findings from 17 Years of Mock Jury Research in Employment Cases*. Florida National Employment Lawyers Association Annual Conference, St. Petersburg, FL.

Presenter, 2010, *Appealing to Jurors and Understanding their Reactions*. Bridgeport Continuing Education Program: Litigating Discrimination and Harassment Claims, San Francisco, CA.

Presenter, 2010, *Factors Driving Decision Making in Intellectual Property Cases*, Various Silicon Valley IP law firms.

Presenter, 2009, *The Jury is In*. California Employment Lawyers Association 22<sup>nd</sup> Annual Employment Law Conference, Oakland, CA.

Presenter, 2009, *CELA Trial Intensive: A Full-Day Mock Trial Seminar*. California Employment Lawyers Association 22<sup>nd</sup> Annual Employment Law Conference, Oakland, CA.

Presenter, 2009, *Jury 2.0*. San Francisco Trial Lawyers Association MCLE Program, San Francisco, CA.

Presenter, 2009, *Trying a Case to a Jury During Hard Times*. California Employment Lawyers Association Program. Fullerton and San Francisco, CA.

Moderator, 2009, *Beyond Death Qualification: Issues in Capital Cases*. American Society of Trial Consultants Annual Conference, Atlanta, GA.

Presenter, 2008, *How Cultural Differences Shape Perceptions in the Workplace and Courtroom: Jury Issues*. California Employment Lawyers Association 21<sup>st</sup> Annual Employment Law Conference, Pasadena, CA.

Presenter, 2007, *Jury Selection in an Era of Dwindling Voir Dire*. Public Defender's Trial College, San Francisco, CA.

Presenter, 2007, *Jury Selection*. Joint Consumer Attorneys Association of Los Angeles / Association of Southern California Defense Counsel Seminar on Jury Selection, Los Angeles, CA.

Presenter, 2007, *Playing the Cards you've been Dealt: Minimizing the Impact of Problem Clients Through Witness Preparation, Theme Development & Voir Dire*. California Regional Trial Lawyers Association Conference, La Jolla, CA.

Presenter, 2006, *Persuasion in the 21st Century: How to get jurors to respond to your case themes*. San Francisco Trial Lawyers Association Luncheon, San Francisco, CA.

Presenter, 2006, *Mock Jurors' Real Attitudes: Findings from Over a Decade of Mock Jury Research in Employment Cases*. National Employment Lawyers Association Annual Convention, San Francisco, CA.

Presenter, 2006, *Top Ten Recent Empirical Research Projects Consultants Should Know About*. American Society of Trial Consultants Annual Conference, Austin, TX.

Presenter, 2005, *Elimination of Bias in Jury Selection*. California Bar Association Labor and Employment Section Annual Meeting. Anaheim, CA.

Presenter, 2004, *Jury Selection in an Unemployed, Downsized, Tort-Reformed World*. National Employment Lawyers Association Annual Convention, San Antonio, TX.

Presenter, 2004, *About Jurors*. Earl Warren American Inns of Court, Oakland, CA.

Presenter, 2003, *Picking the Right Jury in your Insurance Case*. Association of Trial Lawyers of America Annual Convention, San Francisco, CA.

Presenter, 2003, *A Plaintiff's Approach to Product Liability Litigation*. American Society of Trial Consultants Annual Conference, Reno, NV.

Presenter, 2003, *Challenges for Cause*. Association of Trial Lawyers of America, Ultimate Trial Advocacy Course, Cambridge, MA.

Presenter, 2003, *Post-Trial Interviews*. Los Angeles County Bar Association 23rd Annual Labor & Employment Law Symposium, Los Angeles, CA.

## Publications

Chopra, S. (2020). The psychology of framing and jury decision-making. *Advocate*, January 2020.

Chopra, S. (2020). Structuring your mini opening: Know when to hold 'em. *Plaintiff*, January 2020.

Chopra, S. (2018). Words matter: Drafting and using jury questionnaires effectively. *Advocate*, February 2018.

Chopra, S. (2017). The psychology of jury decision making. 24(4) *Voir Dire*, Fall/Winter 2017

Chang, D. & Chopra, S. (2015). Where are all the women lawyers? Diversity in the legal profession in California: 2015. 45(5) *Forum*, September/October 2015.

Chopra, S. (2015). Drafting and using jury questionnaires effectively: A nuts and bolts guide to creating and using a jury questionnaire. *Advocate*, July 2015.

Chopra, S. (2015). Drafting and using jury questionnaires. *Plaintiff*, February 2014.

Chopra, S. (2014). Preserving jury diversity by preventing illegal peremptory challenges. *The Trial Lawyer*, Summer 2014.

Chopra, S. (2014). The art of jury de-selection. *Plaintiff*, February 2014.

Chopra, S. (2013). The psychology of asking a jury for a damage award: Give a number or just let the jury decide? *Plaintiff*, March 2013.

Chopra, S. (2013). Winning challenges for cause: Challenging the law's and the court's assumptions about juror bias. *Plaintiff*, February 2013.

Chopra, S. (2011). Using the internet and social media in jury selection. *Plaintiff*, February 2012.

Chopra, S. (2010). Does the high unemployment rate affect unemployment cases? *Plaintiff*, December 2010.

Chopra, S., & Hess, D. (2010). Mental health professionals in the witness chair: Strategies for more effective legal testimony. *Psychiatric Malpractice Risk Assessment*, Vol. 6, Lesson 5, 55-67.

Chopra, S. (2004). New Issues in employment cases: Rethinking the traditional plaintiff's voir dire. *Bender's California Labor & Employment Bulletin*, 2004(10), 351-353.

Ogloff, J.R.P., & Chopra, S. (2004). Stuck in the dark ages: Supreme Court decision-making and legal developments in capital punishment. *Psychology, Public Policy & Law*, 10 (4), 379-416.

Greene, E., Chopra, S., Kovera, M., Penrod, S., Rose, V. G., Schuler, R., & Studebaker, C. (2002). Jurors and juries: A review of the field. In J. R. P. Ogloff, Ed. *Taking psychology and law into the twenty-first century*. New York: Kluwer.

Chopra, S. (2002). *Juror stress: Sources, severity, and solutions*. Unpublished doctoral dissertation, Simon Fraser University.

Chopra, S., & Ogloff, J. R. P. (2001). *The effects of electronic media coverage in the courtroom: A review of the existing literature*. Report commissioned by the BC Ministry of Attorney General, Criminal Justice Branch.

Chopra, S., & Ogloff, J.R.P. (2000). Evaluating jury secrecy: Implications for academic research and juror stress. *Criminal Law Quarterly*, 44, 190-222.

## Research Papers Presented

Chopra, S. & Rivera, A. M. (March 2010). *Capital jury selection: A tale of two trials*. Paper presented at the American Psychology Law Society Annual Conference, Vancouver, British Columbia.

Chopra, S. (June 2008). *Anti-Arab and Anti-Muslim sentiment amongst potential jurors: Understanding psychological constructs and tools for identification*. Paper presented at the American Society of Trial Consultants Annual Conference, Chicago, IL.

Chopra, S. (March 2005). *Utilizing psychological concepts in jury selection*. Paper presented at the American Psychology Law Society Biennial Conference, La Jolla, CA.

Chopra, S. (March 2005). *Ethical and methodological considerations in post-trial juror interviews*. Paper presented at the American Psychology Law Society Biennial Conference, La Jolla, CA.

Chopra, S., Sidhu, A., & Ogloff, J. R. P. (August 2002). *Defendant ethnicity, translated testimony, & mock juror verdicts*. Paper presented at the 110th American Psychological Association Annual Convention, Chicago, IL.

Chopra, S., & Ogloff, J. R. P. (August, 2001). *Forensic DNA evidence: Overwhelming, underutilized, or just misunderstood?* Paper presented at the 109th American Psychological Association Annual Convention, San Francisco, CA.



Chopra, S., Rose, V. G., & Ogloff, J. R. P. (June, 2001). *Juror stress: Sources, severity, solutions*. Paper presented at the Canadian Psychological Association Annual Convention, St. Foy, Quebec.

Chopra, S., Ogloff, J. R. P., & Rose, V. G. (April, 2001). *Juror stress*. Paper presented at the Founding Conference of the International Association of Forensic Mental Health Services, Vancouver, British Columbia.

Chopra, S., & Ogloff, J. R. P. (July, 2000). *Evaluating jury secrecy: Implications for academic research and juror stress*. Paper presented at the Canadian Psychological Association Annual Convention, Ottawa, Ontario.

Chopra, S., Rose, V. G., & Ogloff, J. R. P. (March, 2000). *Measuring comprehension of judicial instructions: Is a trial necessary?* Paper presented at the American Psychology Law Society Biennial Conference, New Orleans, LA.

Chopra, S., Welsh, A., Rose, V. G., & Ogloff, J. R. P. (1999, July). *Length of jury deliberations as a function of verdict-driven vs. evidence-driven deliberation style*. Paper presented at the American Psychology Law Society/European Association of Psychology & Law Conference, Dublin, Ireland.

Chopra, S., Dahl, L. M., & Wrightsman, L. S. (1996, August). *Sequestered juror syndrome*. Paper presented at the 104th American Psychological Association Annual Convention, Toronto, Ontario.

## Teaching

Dr. Chopra has been a lecturer and invited speaker in the Departments of Psychology at Simon Fraser University, the University of California Davis, the University of Kansas, Loyola Law School, the University of California Berkeley Law School, Santa Clara University Law School and Stanford Law School. She has also participated as an instructor in the Bryan R. Shechmeister Death Penalty College at Santa Clara University Law School.