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Artemis Malekpour of Chapel Hill, NC is a partner in the litigation consulting firm Malekpour & Ball, where she specializes in case strategy, jury selection, focus groups and jury research. As a lawyer with a background in psychology and psychiatric research, Artemis holds a Bachelor's degree in psychology from the University of North Carolina at Chapel Hill and a Master's in Healthcare Administration with a concentration in mental health issues from UNC's School of Public Health. Before earning her degree with honors from Duke Law School, Artemis worked in the Department of Psychiatry at the University of North Carolina Hospitals with children and adolescents coping with psychiatric disorders and legal issues.

Artemis began her path to litigation consulting while still in law school, conducting post-trial jury interviews in both civil and death penalty cases. It's there she learned the value of listening to different and conflicting viewpoints to better identify what's driving decision-making, as well as the importance and skill of framing an argument in a more productive and persuasive way.

A member of the North Carolina Advocates for Justice, AAJ and the North Carolina State Bar, Artemis has co-authored a book chapter, "Public and Private Sector Involvement in Managed Mental Health Care," in *Managed Care & Public Health*, is featured in Trial Guides' *How to do Your Own Focus Groups*, and has contributed a number of articles and chapters in legal publications, including submissions within *David Ball on Damages 3*, *David Ball on Criminal Defense* and *Reptile in the MIST and Beyond*.

Artemis has consulted on a wide variety of cases, both large and small, advising plaintiff's attorneys and criminal defense attorneys across the country on how to deal with their case weaknesses and maximize their strengths. She is particularly well-known for identifying the potential landmines in a case, incorporating the knowledge and experience she's gained from years of watching jury deliberations and talking with actual and potential jurors nationwide. Artemis also places a strong emphasis on case presentation and the development of a compelling damages story.