

# THE NATIONAL LAW JOURNAL

An ALM Publication

NLJ.COM | September 2019

A SPECIAL REPORT

## MASTERS OF THE COURTROOM **WINNING LITIGATORS**



### SUSMAN GODFREY

#### BILL CARMODY

■ **TELL US ABOUT YOUR BIGGEST TRIAL WIN FROM JANUARY 2018 THROUGH JUNE 2019 AND HOW YOU ACHIEVED THE RESULT FOR YOUR CLIENT.**

I was scheduled to try two lawsuits on two coasts back-to-back. In the widely-publicized *Google/Waymo v. Uber* trial, my strategy to strike Waymo's billion-dollar damages expert worked—and led Uber to a favorable settlement during trial.

But, right before the Uber trial began, I was back in the [Southern District of New York] trying a \$160 million breach-of-contract case for a GE subsidiary. After mock jury testing and brain-storming sessions, I concluded the key to winning was convincing the

jury to focus less on the contract language and more on the post-contract course of dealing.

This resulted in a full GE victory, and jury polling confirmed that my strategy to win this \$160 million case worked.

■ **SHARE TWO TRIAL TIPS THAT HAVE BEEN KEY TO YOUR SUCCESS.**

1) Marketing 101 is “Play to your audience.” I spend a significant amount of time knowing my jury so that my case themes resonate with them.

2) I may not be the smartest lawyer in the room, but I am always the most prepared. A prepared lawyer has the advantage every time. ■