



Chris Poole

*President and Chief
Executive Officer*

Chris Poole is President and Chief Executive Officer of JAMS, the premier provider of mediation and arbitration services in North America.

Poole, a seasoned business executive, is leading the organization during an unprecedented period of growth for JAMS and the entire alternative dispute resolution (ADR) industry. In his role as President and CEO, Poole works closely with senior management and the mediators and arbitrators who own the company to implement JAMS "Mission, Vision and Values." He is actively involved in recruiting high profile ADR talent to the JAMS panel and overseeing the operations and marketing functions across all Resolution Centers in the United States and Canada.

Poole's extensive business experience in the legal industry makes him uniquely qualified for the head post at JAMS. Prior to joining JAMS, Poole was CEO at Thomson Elite, part of The Thomson Corporation. Under Poole's leadership, Thomson Elite, the software division of Thomson's U.S. \$3 billion Legal and Regulatory (TLR) Market Group, grew to be one of the most successful suppliers to the legal industry with revenues exceeding U.S. \$125 million. At Thomson, he was responsible for overseeing multiple product lines with 800 employees. During his tenure, Elite dominated its core market, achieving a market share of over 60 percent of the largest law firms in the world. Poole led the company to expand internationally while introducing new products and penetrating new markets.

Poole was COO of Elite Information Systems from 1995-1998, Chair and CEO of Elite Information Group from 1999 to 2003, and President and CEO of Thomson Elite from 2003-2006. Before joining Elite, Poole was Executive Director of Latham & Watkins LLP in Los Angeles. Latham is one of the largest law firms in the world, with more than 2,100 attorneys in 24 offices around the globe. He served as Executive Director from 1993 to 1995, and prior to that was the firm's Director of Technology from 1989 to 1993.

Poole is the recipient of the 2002 Ernst & Young Entrepreneur of the Year Award. He earned his BA in Economics from Harvard University in 1979 and his MBA in Computers and Marketing from the Anderson Graduate School of Management at UCLA in 1984.

He is based in the JAMS Irvine Resolution Center and lives with his family in Southern California.



Kimberly Taylor, Esq.

*Senior Vice President
and Chief Legal &
Operating Officer*

In her role as CLOO, Taylor oversees JAMS operations in the United States and abroad. Working directly with the President and CEO, and leading a team that spans 25 resolution centers across North America, Taylor is responsible for the company's day-to-day operating activities. She also provides operational and strategic leadership for JAMS International, headquartered in London.

In addition to overseeing JAMS operations, Taylor works with the General Counsel to manage the overall risk of the company, advising management and the Board with respect to the transactions and negotiations. She works with the CEO to lead corporate strategic initiatives and participates in the definition and development of corporate policies, procedures and programs. Taylor serves as key lawyer and legal advisor on all major business transactions, including mergers and acquisitions, strategic alliances, divestitures and joint ventures, coordinating with CFO and outside counsel to negotiate, draft and implement a wide variety of complex, multi-party agreements.

Taylor has been a key contributor to JAMS since she joined the organization in 1999, and previously served as Vice President of the East/Central Region, where she oversaw unprecedented growth and expansion efforts, led panelist recruitment, business development, strategic planning and daily management of resolution centers in the region. As Associate General Counsel, and an expert on arbitration processes, she developed and oversaw training of staff and neutrals and served on the JAMS National Arbitration Committee. She is a frequent writer, lecturer and speaker and has developed ADR programs for business and government agencies.

Prior to joining JAMS, Taylor practiced law in Ventura County, California. She earned her J.D. from Ventura College of Law, where she later served as an adjunct professor. She is a member of the California State Bar.



Kevin McDonnell

*Senior Vice President and
Chief Financial Officer*

Kevin McDonnell joined JAMS in 2014. He oversees the Finance Department and works closely with the JAMS senior management team on financial planning and strategy. Throughout his career, he has been involved in developing and implementing strategy, specifically in matters surrounding financial and operational planning. He has deep experience in financial and management reporting and analytics as well as private and public company regulatory compliance.

McDonnell has served for nearly 30 years in financial, IT, and HR leadership roles, and the past 20 years as a C-Level executive. His experience spans multiple industries with companies at various stages of growth. Working with a company's management team, he has created shareholder value by establishing a long-term plan with operational and financial targets, improving business processes, applying technology to business problems, and building excellence within the financial, legal, HR, and IT functions.

Most notably, McDonnell held various senior financial roles at Teradata Corporation during its high growth phase where the Company grew from \$3 million to \$300 million in revenues and expanded globally into Europe and Asia. In addition, he was the CFO of Digital Insight and took the Company public in 1999. Digital Insight grew from approximately \$12 million of annual revenues to more than \$100 million in three years through acquisitions and organic growth during McDonnell's tenure. Digital Insight was the #1 fastest growing company on the Deloitte Fast 50 list for Los Angeles in 2001 and was ultimately sold to Intuit for \$1.3 billion. McDonnell has also executed multiple buy-side acquisitions valued at more than \$1 billion.

He received his B.A. in Finance from Loyola Marymount University, graduating *cum laude* and also earned his J.D. from Loyola Law School.



Mark Smalls

*Vice President and
Chief Marketing Officer*

Mark Smalls oversees marketing and communications strategy and provides leadership to the managers tasked with practice development responsibilities. His extensive marketing background includes advertising, branding, market research, public relations, website development, and online marketing.

During his career, Smalls has held marketing positions at Unilever, Pepsi, and Citigroup promoting brands such as Dove, Sunlight, Aquafina, and the Citi AAdvantage Card. While at Citi, he served in a variety of roles, including EVP of Consumer Marketing for Diners Club North America.

Prior to joining JAMS, he served as SVP of Marketing for Opportunity International, a nonprofit that provides microfinance products in 28 countries around the world. During his time at Opportunity, he was responsible for numerous marketing and fundraising initiatives and led the development and launch of the organization's online donation web site.

Smalls was a Johnson & Johnson Leadership Fellow at Columbia University where he earned an M.B.A. with a concentration in marketing. He received his B.A. in management from Duke University. Smalls has served on a number of non-profit boards and has also served as a mentor with organizations such as Big Brothers Big Sisters. He resides in Southern California with his wife, Andree, and he has two sons.



Brian Parmelee

*Vice President,
Corporate Development
and Panel Relations*

Brian Parmelee's focus is strategic initiatives, market expansion, and corporate business development opportunities. His key responsibilities include recruiting the highest quality panelists, expanding into new markets, and generating new revenue sources for JAMS. Parmelee works closely with the CEO as well as JAMS management and marketing teams to maximize the practices of the panel and ensure that JAMS continues to offer premier dispute resolution services.

Before assuming his current role at JAMS, Parmelee served as Vice President for the Southwest Region and then the Western region, overseeing operations and recruiting in those markets. Prior to joining JAMS, Parmelee served as the General Manager of the Four Seasons Resort Aviara, a AAA Five Diamond property in North San Diego, where he managed nearly 1,000 employees in addition to 140 luxury timeshare residences. Prior to that, Parmelee managed the Four Seasons Resort Nevis. Under his leadership, the resort earned the highest accolades of any resort in the Caribbean.

Currently, Parmelee oversees the JAMS Global Engineering and Construction (GEC), Federal, and Health Care practices. In his role overseeing the GEC group, he heads up recruitment of the panel and works closely with Director and neutral Phil Bruner to develop the practices of the JAMS neutrals.

Parmelee has spoken on trends in ADR, ADR in the Construction industry and careers in the ADR industry.

Parmelee earned a B.S. from Cornell University. He and his wife, Susan, live in Southern California and have three children.



William Zauner

*Vice President and
Chief Information Officer*

William Zauner, an expert in resolving business problems using technology, has more than two decades of information systems experience. He is highly skilled in contract negotiation, staff management, solving accounting challenges and budgeting for future IT expansion.

Zauner is credited with the design, implementation and management of JAMS' superior technical capabilities. He provides vision and leadership for developing and implementing innovative business solutions that create business value. He has a reputation for moving IT with the business and moving the business with IT.

Zauner received his B.A. in management information systems from California State University, Fullerton.



Laura A. Martinez

*Vice President and
Chief Human
Resources Officer*

Laura Martinez is a member of the senior management team representing the HR department's role in organization strategy. She is responsible for the HR budget and directs and oversees all HR functions including, but not limited to talent acquisition, benefits administration, training & development, leadership development and risk management. Under Martinez's leadership, HR serves as a conduit to instill corporate values, culture, philosophy, history and more, from an associate's first day on the job and throughout their career at JAMS.

Martinez has been with JAMS since March of 1989. Prior to becoming Vice President, she served as Director of Human Resources and Administration. Her long-time experience at JAMS in a variety of positions has given her a clear understanding of the integral role each position plays in the overall success of the company and has given her the perspective to make wise HR decisions. She is an effective leader and her extensive knowledge of JAMS has gained her respect throughout the company.

Martinez received her B.A. in Organizational Studies at Pitzer College of the Claremont Colleges. She was certified as a Professional of Human Resources (PHR) through Chapman University in 1995. She is a member of the Society of Human Resources Management (SHRM), and PIHRA and is affiliated with additional professional organizations that have allowed her to ensure the HR function remains progressive meeting the needs of a growing organization.



Gina Miller

*Vice President,
West Region*

Since joining JAMS in 1989, Gina Miller has become an expert in mediation and arbitration practices. Over the years, she has developed numerous programs to train neutrals in marketing, business development, and mediation skills. As Vice President, Miller oversees operations for Resolution Centers in California, Washington, and Nevada, and is responsible for creating new business opportunities and overseeing the implementation of regional and national marketing initiatives. Additionally, Miller works closely with the regional advisory committee to assist with panel recruitment and serves as the regional representative on the National Operations Committee on the implementation of policy. One of her key objectives is leading her team to consistently focus on and deliver superior client service.

Prior to being named Vice President, Miller served as Director of Operations for JAMS Southwest Region as well as the General Manager of JAMS Los Angeles, Santa Monica, Ventura, and Inland Empire Resolution Centers. Her vast experience at JAMS includes managing client services, case management, practice development, and operations, as well as marketing and business development. She has also developed and delivered more than 300 ADR presentations at law firms, bar associations, and insurance carriers.

In addition, Miller served as a panelist and presenter on various legal industry topics and has authored articles relating to developing a successful ADR practice. She has also been quoted in publications like *The Daily Journal* and *Law360.com*. She is the co-chair of the ABA Section of Dispute Resolution's ADR Practice Management, Business and Skills Development Committee.

Miller received an M.B.A. in General Management from Keller Graduate School and earned her B.A. from California State University, Long Beach. She also attended the University of Pennsylvania's Wharton School of Business for an Executive Management program. Miller has furthered her education by participating in numerous ADR training programs at JAMS and the Straus Institute for Dispute Resolution at the Pepperdine University School of Law.



Elizabeth Carter, Esq.

*Vice President,
East/Central Region*

Liz Carter oversees regional operations for Resolution Centers located in Florida, Georgia, Illinois, Maryland, Massachusetts, Minnesota, New York, Pennsylvania, and Washington, D.C., as well as JAMS Canada, based in Toronto, Ontario.

Carter works to identify and create new business opportunities and is actively involved in marketing and practice development initiatives for her region. She works closely with JAMS Global to implement international business development initiatives in her North American markets.

Carter's main objectives are ensuring that her team provides superior client service, while delivering strong revenue performance. She does this, in part, by assisting with recruiting efforts, by continually developing existing panel potential, and by leading her team in strategic planning in JAMS target markets. Carter is also regional liaison to the General Counsel's Office with respect to preliminary rule and administrative determinations on individual arbitration matters.

Prior to her role as Vice President for the East/Central Region, Carter served as Director of Operations for the East/Central Region, the General Manager of the New York Resolution Center, and the Business Manager of the Chicago Resolution Center.

Prior to joining JAMS, Carter served as Recruiting Manager for a global staffing organization in Chicago, where she identified and placed attorneys and other legal professionals in law firms and corporations. She practiced law in Wisconsin and Ohio, where she was in general practice. Carter graduated with honors from the University of Wisconsin-Madison, and earned her J.D. from the University of Wisconsin-Madison Law School. She is a member of the State Bar of Illinois and Wisconsin.



**Sheri Flame
Eisner, Esq.**

General Counsel

In her role as General Counsel, Sheri Eisner oversees all legal matters, panel quality, risk management and ethics. Eisner also works closely with the JAMS Institute, which provides the JAMS panel of neutrals with training on all ADR topics. She advises the company on litigation risks, providing preventive counseling with respect to the legal risks associated with business practices and developing strategy with both inside and outside counsel in response to civil litigation and regulatory inquiries, and cost-effectively managing the resources required to address those matters.

Eisner also serves as Co-Chair of JAMS National Arbitration Committee and provides advice and guidance to JAMS neutrals, associates and management on all ADR processes. She serves as a coach and mentor for other positions in the organization and is the primary resource for substantive associate training related to all ADR processes.

Eisner joined JAMS in 2008 and became Associate General Counsel in 2011. Prior to joining JAMS, Eisner was a Partner with a large, international law firm in Los Angeles, practicing complex business litigation. She is a graduate of University of California, Berkeley and USC Gould School of Law.



**Richard
Birke**

*Executive Director,
JAMS Institute*

Richard Birke is the Executive Director of the JAMS Institute—the teaching and training arm of JAMS. In that capacity, Birke leads a team of educators and professionals committed to providing JAMS with exceptional internal training, starting with new panelists and continuing with the nation's most experienced neutrals. In addition, the Institute's role as an external trainer and education provider continues to expand both domestically and internationally, with ADR courses across the U.S. and in the E.U., Asia, Latin America and North Africa.

Prior to joining JAMS, Birke was a trial lawyer in the greater Boston area, a graduate student at Harvard Law, Associate Director of the Stanford Center on Conflict and Negotiation and a lecturer in law at Stanford Law School. In 1993, he became a law professor at Willamette University and director of their Center for Dispute Resolution. While at Willamette, Birke directed the program to a top 5 ranking and the Ninth Circuit ADR Education Award.

Birke won two national writing awards for his work in the psychology and neuroscience of mediation and negotiation, taught dozens of innovative courses around the world, given hundreds of invited lectures and speeches, and has mediated complex disputes ranging from international child abduction to class action civil rights to creation of national wilderness areas and beyond. He remains active in all areas of his practice—writing, teaching, training, consulting and mediating—now proudly under the JAMS banner.