



IMS Press Kit

IMS LEGAL STRATEGIES®

imslegal.com

EXPERT ADVISORY & ANALYSIS | EXPERT WITNESS SEARCH | LITIGATION CONSULTING | MEDICAL LEGAL EXPERTS

contactus@imslegal.com | 877.838.8464

Contact IMS

Press

If you are a member of the press and would like to speak with someone at IMS Legal Strategies, please contact Tiffany Thompson, Senior Director of Marketing & Communications, at **press@imslegal.com**. This inbox is regularly monitored, and responses to press requests will be sent as soon as possible.

Client & Experts

If you are interested in our expert witness or litigation consulting services, or serving as an expert through IMS, please reach out at **contactus@imslegal.com** or 877.838.8464. You may also visit **imslegal.com** for additional information.

Executive Team



James Crane, JD, Chief Executive Officer

James Crane serves as CEO of IMS, where he leads strategy and growth initiatives that have positioned the company as a dominant provider of litigation and expert witness services in the highly competitive legal industry. A former commercial litigator representing Fortune 50 clients in high-stakes matters, James is recognized for his servant leadership style and commitment to fostering a culture of excellence, inclusion, and inspiration through the IMS Core Values.



Phil Kenney, Chief Operations Officer

As COO, Phil Kenney oversees core infrastructure departments that support exceptional client service. He has deep experience in process improvement, training, technology, compliance, and risk management. Phil spearheaded major CRM and ERP implementations and built a project management office recognized as a center of excellence at IMS. He is known for driving operational growth and business performance across diverse industries.



Vivian Taylor, Chief People Officer

Vivian Taylor oversees human resources at IMS, backed by years of experience in establishing cultures centered around high performance, recognition, and rewards. As CPO, she created the human resources business partner (HRBP) team from the ground up, driving IMS's talent acquisition and strategic business initiatives. Vivian is a compassionate and supportive leader who emphasizes the employee value proposition and demonstrates an unwavering focus on driving high-impact results.



Don Lee, Chief Growth Officer

Don Lee leads strategic growth and innovation at IMS, driving initiatives that enhance client value and expand global market reach. With more than 30 years of industry experience, including a decade in C-suite leadership at a top Am Law 200 firm, Don has a proven track record of operationalizing sustainable growth. His expertise spans engineering, operations, sales, marketing, and business development, enabling him to craft visionary strategies and lead high-performing teams.



Andy Hoyt, Chief Technology Officer

CTO Andy Hoyt leads the company's global technology strategy, overseeing engineering, infrastructure, and platform innovation. He drives initiatives focused on cloud modernization, platform scalability, engineering effectiveness, and the practical application of AI. With senior leadership experience across legal technology, enterprise software, retail technology, and SaaS, Andy is focused on delivering secure, reliable, and business-driven technology solutions.

IMS Services

A Strategic Litigation Partner: Every Case, Every Stage

IMS Legal Strategies delivers the specialized expertise and technology that law firms and corporate legal teams need to position disputes for optimal outcomes.

We are an extension of each client's team from start to finish, working together to uncover and analyze the core arguments, develop a strong story around key themes, and deliver compelling presentations that leave an impression on decision-makers.

- EXPERT ADVISORY & ANALYSIS
- EXPERT WITNESS SEARCH
- LITIGATION CONSULTING
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A Global Presence

With consultants spanning six time zones and a vast expert network, IMS is well-positioned to support clients wherever litigation takes them. Our teams have worked on thousands of disputes in every industry and discipline, in venues worldwide. We maintain access to convenient office spaces throughout the US and an international hub in the UK.

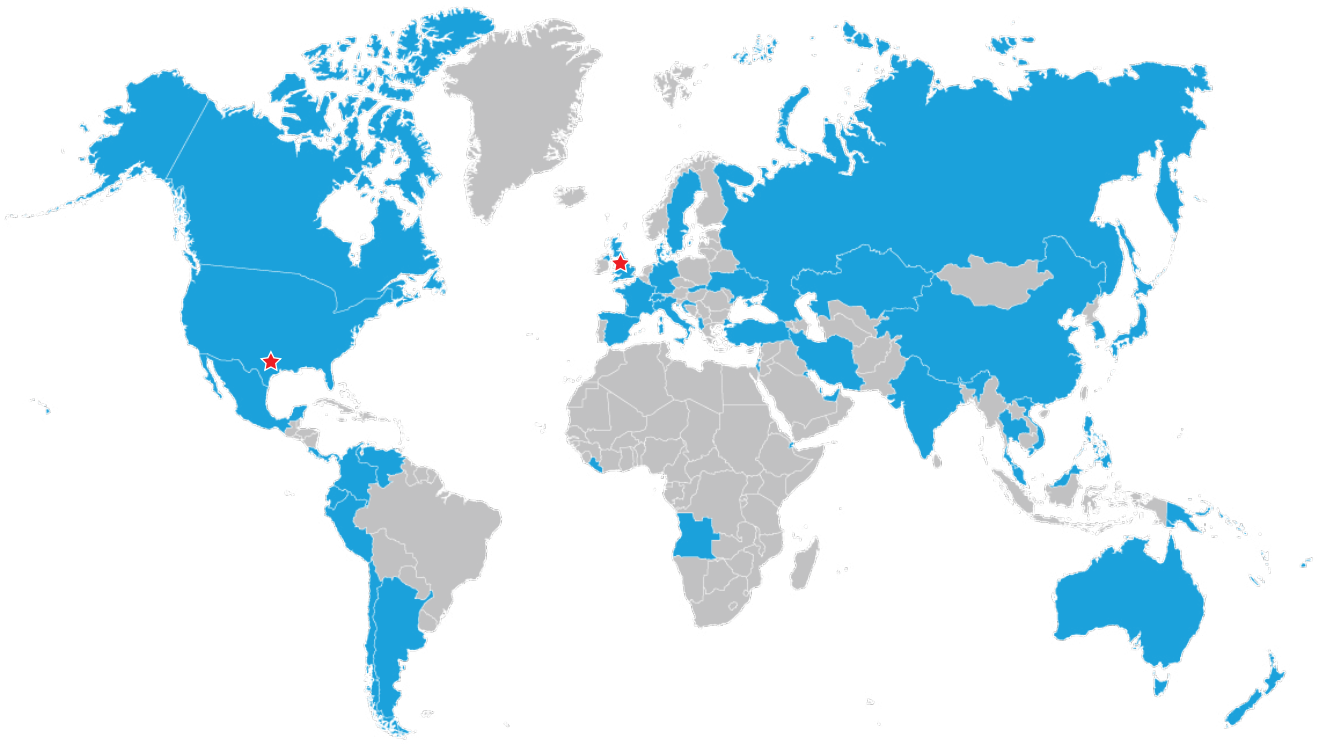
Corporate Office

5050 Quorum Drive, Suite 700 #6108
Dallas, TX 75254

International Hub

1 Ropemaker Street
London EC2Y 9HT

Going the Extra Mile for Clients Around the Globe



IMS Company History

Litigation is our business. A pioneer in the expert witness industry, IMS now supports clients through the full dispute lifecycle with strategic services designed to solve complex challenges.

The Founding of IMS

IMS has evolved alongside our clients' needs. In the early '90s, we began as Media Management Resources and Intelligent Management Solutions, founded by Mike and Bill Wein to provide high-end executive search services to the telecommunications industry. The transformation into the organization we are today was born from a desire to accommodate the expert witness needs of major corporations. In response to growing requests, Mike and Bill had the foresight to create IMS Expert Services.

IMS pioneered the executive-recruiting approach to align our law firm and corporate clients with the very best subject matter experts in any industry. After nearly 30 years, we knew clients would benefit from connecting the tools and services needed at every phase of litigation. We evolved even further, leading to several acquisitions that have resulted in an innovative approach to litigation support at each stage and across all levels of complexity, driven by shared core values.

Integrated services. Elevated strategies. Stronger results. **Together, we win.**

"They are the best in the business and fantastic people. They will go the extra mile every time to help your client and case."

Shareholder, Am Law 100 Firm

30+
Years of Experience

6.5K+
Completed Trials

70K+
Cases Served

IMS Across the Years

2026

- Uplift Investors, a Connecticut-based middle-market private equity firm with a business model-centric focus on services investing, acquires majority interest in IMS
- Recognized with seven Texas Lawyer "Best of 2026" awards, including Best Texas-Based Expert Witness Provider (Austin/Houston/Dallas), Best Corporate Investigations Provider (Austin/Dallas), Best Texas-Based Computer Forensics Firm (Austin), and Best Jury Consultant (Houston)
- Acquires the California-based firm Fulcrum Legal Graphics, expanding high-quality trial graphics capabilities to meet increased client needs throughout the United States
- Acquires VocMedEcon, an Arizona-based firm and highly respected provider of life care planning, economic damages analysis, and expert testimony services, further growing IMS's client solutions for traumatic injury cases nationwide
- Acquires Medical & Life Care Consulting Services (MLCC), a Massachusetts-based firm with a 25-year track record in nurse case management, life care planning, and vocational expertise, expanding IMS's capabilities throughout New England and nationwide

2025

- Acquires MMR Strategy Group, a Southern California-based firm renowned for its expertise in litigation surveys, advertising claim substantiation, and consumer behavior research, strengthening IMS's ability to provide survey evidence and top-tier testifying experts for complex litigation
- Recognized in Texas Lawyer's "Best of 2025" awards as a top Texas-based computer forensics firm
- Named a top provider of technology/computer forensics expert witnesses in New Jersey Law Journal's annual readership survey
- Acquires First Court, based in the Upper Midwest and nationally recognized as a leader in jury research, trial consulting, and mock trial feedback software

2024

- Announces a new corporate identity, IMS Legal Strategies, to represent the company's diversified client offerings and position the firm for further expansion in the legal industry
- Announces merger with Texas-based medical expert sourcing firm Juris Medicus, uniting complementary services to support clients in high-stakes injury and healthcare litigation
- Recognized as a leading provider of online jury research services in The National Law Journal "Best of 2024" awards
- Named a top Texas-Based Expert Witness Provider (Houston) by Texas Lawyer
- Awarded in the categories of "Best Digital Forensic Company" and "Best Demonstrative Evidence Provider" by The Legal Intelligencer
- Named a leading online jury research provider in the New York Law Journal's "Best of 2024" awards
- Acquires MacKenzie Life Care Planning, expanding beyond expert witness search services into expert advisory services for traumatic injury matters across Texas and the Southeast

2023

- Acquires the Pennsylvania-based firm MMG Jury Consulting, bringing nationally recognized jury consultants and a vast wealth of educational resources and CLE programs to benefit IMS clients
- Acquires Analytic Focus, a Texas-based quantitative consulting firm providing financial, economic, and statistical analytics, predictive modeling, data mining services, and in-house direct experts
- Recognized as a leading provider of online jury research services in The National Law Journal's "Best of 2023" awards
- Named Top Expert Witness Referral Firm in The Recorder's "Best of 2023" awards
- Acquires Tsongas Litigation Consulting, adding exceptional talent and expertise to the jury consulting team and expanding IMS's footprint into the Pacific Northwest
- Recognized as a top provider of corporate investigations and jury consultants by The Legal Intelligencer
- Named Best Texas-Based Expert Witness provider in the Texas Lawyer's "Best of 2023" awards
- Received top 3 rankings in the Expert Witness (Technology/Computer Forensics) and Trial Technology categories by the New Jersey Law Journal
- Grows to more than 300 employees across the US and UK
- Acquires Teklicon, a premier Silicon Valley-based expert witness firm, strengthening shared abilities to deliver precise expert search services in technology-driven cases

2022

- Recognized by the National Law Review as a "Go-To Thought Leader" in the business of law and jury trial preparation
- Acquires Z-Axis, an international visual communications firm with a strong history of success in complex legal actions, and expands to the UK
- Named a leading expert witness provider in The Recorder, The Legal Intelligencer, and Texas Lawyer
- Recognized in The National Law Journal "Best of the Midwest" awards for remote trial services and litigation dispute advisory services consulting
- Named a top online jury research provider in New York Law Journal's "Best of 2022" awards
- Acquires the trial division of Precise, Inc. to further serve the trial presentation and technology needs of IMS clients in the Northeast US

2021

- Named to The National Law Journal's Hall of Fame as Best Expert Witness Provider and Best Litigation Dispute Advisory Services Consulting
- Launches Trial Link®, a remote trial presentation platform
- Acquires nationally recognized firm Litigation Insights, increasing IMS's depth and leadership in jury research, visual communication, and presentation strategy

2020

- Launches COVID-19 Client Resource Hub and conducts in-depth jury research and industry analysis, publishing extensively on pandemic-related topics relevant to litigators
- Named by the National Law Review as a "Go-To Thought Leader" for COVID-related coverage
- Recognized in New York Law Journal's "Best of 2020" awards for Best Trial Presentation/ Hot Seat Consulting
- Company name changes to IMS Consulting & Expert Services to reflect new suite of offerings

2019

- Acquires The Focal Point, a respected California-based trial consulting firm, and expands beyond expert witness services to include end-to-end litigation consulting
- Grows to more than 150 employees across four offices in the US
- Recognized by the National Law Review as a "Go-To Thought Leader" for litigation strategy
- Launches comprehensive, evidence-based Diversity, Equity, Inclusion & Belonging (DEIB) program company-wide
- Named national winner in eight categories of Corporate Counsel's "Best of 2019" reader favorite awards

2018

- Recognized by the National Law Review as a "Go-To Thought Leader" for the firm's work on intellectual property issues
- Named "Top Company to Work for in Florida" by Florida Trend magazine, ranking 12th among medium-sized businesses

2017

- Trinity Hunt Partners, a private equity firm based in Dallas, TX, acquires majority interest in IMS

2012

- Received "Best Expert Witness Provider" recognition in The National Law Journal

2011

- Grows to more than 50 employees

2008

- Recognized in "Northwest Florida's Top Companies for Working Families" by Northwest Florida Business Climate Magazine

2006

- Named by Inc. Magazine in the Inc. 5000 list of Fastest Growing Private Companies

2001

- ExpertServices is born; first search and placement

1992

- Intelligent Management Solutions founded in Pensacola, FL, by Mike Wein, Bill Wein, and Ted Gorder



"Together, we win" is an internal company motto and a very real philosophy. It reflects the profound way we support those around us in pursuit of a successful outcome.



IMS Company Culture

Culture comes first at IMS because we know a strong foundation leads to a highly engaged team able to fuel exceptional client service and deliver an impeccable work product. Our culture is one of respect, growth, care, and excellence.

We firmly believe our people are our greatest asset and that diverse points of view lead to a stronger and more creative organization. From entry-level to executive, each IMS employee operates as one and demonstrates ownership thinking in support of client, colleague, and company success.

96
Am Law 100
Client Firms

95%
Repeat Client
Firm Businesses

IMS Core Values

OWNERSHIP THINKING

HUMBLE CONFIDENCE

QUALITY & EXCELLENCE

HONOR THE RELATIONSHIP

OPERATE AS ONE

IMS Insights

IMS is dedicated to keeping clients ahead of the curve. We deliver timely industry insights and best practices from experts in litigation strategy, visual communication, consumer perception, and more.

Visit imslegal.com/insights or scan the QR codes below to explore our library.



Articles

Podcasts

Case Studies

Blogs

Webinars & Webcasts

Conferences & Client Presentations

In addition to sharing their insights at multiple industry events each year, our experienced consultants are available to present custom CLEs and strategy workshops for clients nationwide. Find additional details and workshop topics at imslegal.com/ignite.



IMS Social Media

The IMS Logo

Our logo is a powerful representation of everything that we are and do.

Given our logo's role in the overall expression of our brand, it's crucial to protect the logo's integrity and maximize its visual impact.

The primary logo is the preferred choice for all communications across all media. When space constraints prevent using the preferred logo, the logo icon or horizontal logo should be the next choice.

Primary Logo (Preferred)

Secondary Logo

Logo Variations

Correct use of our logo is critical. Use the IMS logo and its variations on the appropriate backgrounds. When using the logo on photography, use the following guidelines to ensure enough contrast between the logo and the photograph so that the logo and brand mark are legible.

Solid Logo

Reverse Logo





Note: In written form, the company should be written as IMS Legal Strategies.

Logo Guidelines

Scaling and Proportion/Clear Space

The IMS logo contains details that could be compromised at smaller sizes. When reproducing our logo, be conscious of its size and legibility. A logo that is too small or dominated by another logo (e.g., co-brand or product) ceases to serve its brand awareness and communication function. Always use the appropriate version.

The clear space rule says minimum spaces must be clear of any text or graphics at all times.

Print Minimum Size



Digital Minimum Size



Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, photography, and the outside edge of printed materials.

A minimum amount of clear space must surround the logo at all times. This space equals the size of half of the IMS icon (i.e., the two intersecting diamonds) as shown.

Clear Space



Logo Background Colors

Our logo variations must always be used on the appropriate background colors.

Our preferred full color logo can only be used on white or a 20% IMS light/dark gray background or 20% IMS cyan background. You can also use this logo over light photography where sufficient contrast makes the name legible.

Our reverse logo uses only white and may be used over a dark, solid-color background. The logo can also be used over dark photography.

Placement on lighter backgrounds (Solid Logo)



Placement on dark backgrounds (Reverse Logo)



IMS Boilerplate

IMS Legal Strategies is a trusted partner to law firms and corporations worldwide, providing the expertise and technology needed to solve complex challenges and position disputes for the best possible outcomes. Our integrated consulting and expert witness solutions span the full litigation lifecycle, helping clients develop informed strategies and present cohesive narratives. We maintain rigorous procedures to protect confidentiality, expert credibility, and case integrity.

The IMS team brings decades of experience in more than 70,000 cases and 6,500 trials. Together, we win.
Visit imslegal.com for more.

Together, we win.™

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