



Rodney A. Max

Upchurch Watson White & Max



Principal

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Professional Education and Qualifications

B.A. (Political Science) University of Florida
J.D. Cumberland School of Law (cum laude)

Member: *Cumberland Law Review*
Member: *Curia Honoris*

- ♦ Florida Certified Circuit Court Mediator
- ♦ Alabama State Court Mediator Roster
- ♦ Neutral Panelist, U.S. District Courts of Alabama
- ♦ Distinguished Panel of Neutrals, CPR Institute for Dispute Resolution
- ♦ Mediation Panelist, Nat'l Assn. of Securities Dealers Regulation, Inc.

Background

Rodney Max is licensed to practice law in the States of Florida and Alabama with thirty-three years of trial and mediation experience. Mr. Max has established a highly successful national ADR practice, specializing in mediation and arbitration of mass torts, class action complex tort, commercial and consumer cases. He has mediated in 32 different states and the District of Columbia.

He has been selected and appointed for hundreds of mediations involving opt-outs in the Prudential national class action filed in the U.S. District Court of New Jersey (Judge Alfred M. Wolin). He has been selected as the Compliance Officer in the implementation of the Aetna / HMO national class action in the U.S. District Court of Florida (Judge Moreno). He has been selected and appointed to successfully mediate the largest class action in US History (Fresco v. USDC, SD FL -Judge Martinez). Rodney has also served as mediator / arbitrator in a number of major cellular phone industry Cases (e.g. Judge Graham, U.S. Southern District Court of Florida).

Mr. Max has authored numerous articles on mediation for professional journals and seminars, and is a noted speaker on mediation throughout the country. Among the honors that Mr. Max has received on both a professional and personal level are: Distinguished Fellow of American College of Civil Trial Mediators, Law and Politics' Super Lawyers of both Florida and Alabama for mediation and ADR, and the 1998 NCCJ Brotherhood Award for Outstanding Community Service.

Practice Experience

Including but not limited to...

- ♦ Mass Torts
- ♦ Class Actions
- ♦ Personal Injury / Wrongful Death
- *Medical Malpractice*
- *Product Liability*
- *Vehicular and Industrial Accidents*
- ♦ Commercial & Consumer Disputes
- ♦ Securities
- ♦ Environmental Disputes
- ♦ Employment
- ♦ Trademark
- ♦ Anti-Trust
- ♦ Public Issues

Memberships, Publications, Civic Activities

- ♦ American College of Civil Trial Mediators (Past-President, Distinguished Fellow)
- ♦ American Bar Association, Dispute Resolution Section
- ♦ Alabama Academy of Mediators
- ♦ Florida Academy of Mediators
- ♦ Author, "*Multiparty Mediation*", *The American Journal of Trial Advocacy* (Volume 23, Issue 2, Fall, 1999)
- ♦ Author, "*Mediation: The Humanization of the Justice System Resulting in the Truest Equities Among the Parties*" (*The Alabama Defense Lawyer Journal*, 1999)
- ♦ Author, "*Designing the Mediation*", "*Breaking the Impasse: The Unique Mediation Opportunity*", "*A Matter of Principal: The Role of Religious Philosophies in Mediation*", "*The Ethical Civil Trial Mediator*".
- ♦ State Chair, US Civil Rights Commission, Alabama State Advisory Committee, 1985-2000
- ♦ Chairman, Community Affairs Committee - Operation New Birmingham, 1995-97
- ♦ B'Nai Brith Chapter President, Birmingham, 1976-81

Daytona Beach

Maitland / Orlando

Miami

Birmingham