IMS Press Kit

IMS LEGAL STRATEGIES

imslegal.co.uk

VISUAL ADVOCACY | EXPERT WITNESS | ADVISORY | CONSULTING | PRESENTATION TECHNOLOGY

contactus@imslegal.co.uk | +44 20 7170 8050 | IMS Legal Strategies is a trading name of Z-Axis Global Ltd.

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, Director of Marketing & Communications, at **press@imslegal.co.uk**. This inbox is regularly monitored, and responses to press requests will be sent as soon as possible.

Clients and Experts

If you are interested in our expert witness or consulting services, or serving as an expert through IMS, please reach out at **contactus@imslegal.co.uk** or +44 20 7170 8050. You may also visit **imslegal.co.uk** for additional information.

Executive Team

James Crane, JD, Chief Executive Officer

CEO James Crane drives the strategy and growth of IMS. He has a proven track record of solving complex strategic, financial and organisational challenges while focusing on the impact of short- and long-term strategic plans and initiatives. As CEO, he developed and executed a growth strategy that positioned IMS as the dominant provider of litigation and expert witness services within the highly competitive legal industry. He is a servant leader whose passion is to inspire and elevate those he leads. He applies leadership principles outlined in the IMS 'Core Values' to create a culture that aspires to personal excellence, inclusion and service to others. Crane is a former commercial litigator who worked on significantly high-risk and enterprise-level litigation for Fortune 50 clients.

Steven Hickson, Chief Financial Officer

CFO Steven Hickson heads all financial and merger/acquisition activities at IMS, supporting key company initiatives such as expanding the company's position in the litigation and legal services market and growing value for all stakeholders. He led the completion of six acquisitions and a merger that has significantly increased IMS's enterprise value. Hickson has an extensive leadership background as a senior financial leader for high-growth, middle-market and private equity-owned companies on an international scale.

Phil Kenney, Chief Operations Officer

COO Phil Kenney leads IMS's core infrastructure departments to ensure seamless client service. He offers extensive experience in process improvement, training, technology enablement, compliance, risk management and scaling business units. Kenney spearheaded the launch of new customer relationship management (CRM) and enterprise resource planning (ERP) software programmes and created a business project management office that has become a centre of excellence for IMS. Kenney is a seasoned executive with a proven track record of successfully managing strategy and operational excellence to increase market share and revenue growth for organisations across multiple industries.

Vivian Taylor, Chief People Officer

CPO Vivian Taylor oversees human resources at IMS, backed by years of experience in establishing cultures centred around high performance, recognition and rewards. As Chief People Officer for IMS, she created its HR business partner (HRBP) team function from the ground up that drives the company's talent strategy and strategic business initiatives. She is a compassionate and supportive leader who emphasises the employee value proposition (EVP) and demonstrates an unwavering focus on driving high-impact results.

IMS **Services**

IMS provides the full suite of consulting services needed to solve complex challenges and win high-stakes disputes.

We offer seamless access to specialists in dispute resolution strategy, visual communication, expert witness recruitment and legal technology, as well as advisors and data analysts in niche disciplines. Our world-class consultants and expert witness partners have worked on thousands of the most consequential civil and commercial disputes across every industry and discipline.

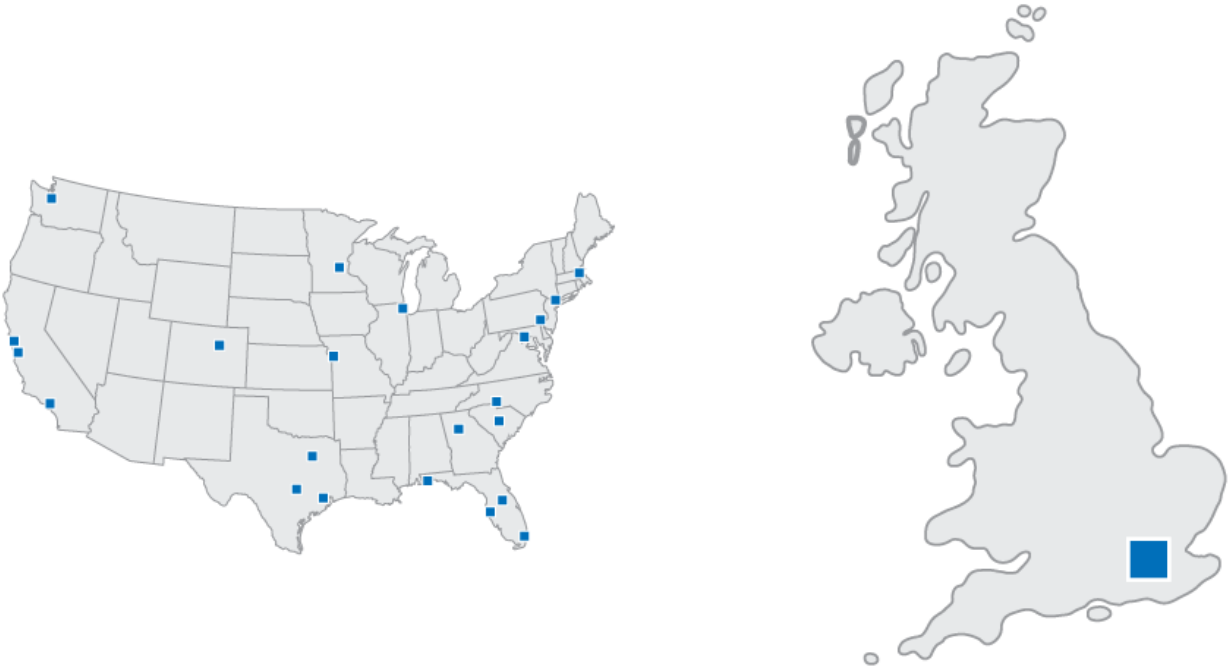
- VISUAL ADVOCACY
- EXPERT WITNESSES
- ADVISORY
- LITIGATION CONSULTING
- PRESENTATION TECHNOLOGY

IMS Locations

With strategic locations in major UK and US markets, the IMS team is primed to expertly support in-person and remote needs across the globe.

Corporate Office:

1 Ropemaker Street
LONDON
EC2Y 9HT



IMS OFFICES

IMS **Company History**

IMS pioneered the executive-recruiting approach to connect lawyers with leading experts in every industry. Today, we position clients for success throughout the lifecycle of complex dispute resolution.

The Founding of IMS

100%

of Magic Circle Firms

65,000+

Cases Spanning Multiple Practices

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 to the organisation 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 across every industry. After nearly 30 years, we knew clients would benefit from a collaborative approach to connect the tools and services needed at every phase of complex litigation. We were inspired to evolve even further, leading to strategic acquisitions that have resulted in an innovative, integrated approach to legal consultation and an unmatched level of personalised service and tailored methodologies.

Today, IMS positions clients for success across the full lifecycle of high-stakes dispute resolution. We help the world's most formidable lawyers achieve optimal outcomes through best-in-class visual advocacy, expert witness services, advisory consulting support and presentation technology for on-site and online proceedings. Together, we win.

READ MORE ABOUT OUR COMPANY'S HISTORY AND GROWTH IN OUR PRESS CENTRE:

IMS **Across the Years**

2025

- Acquires MMR Strategy Group, strengthening advisory services in consumer behaviour research, litigation surveys, brand valuation and advertising claim substantiation, with expertise in intellectual property disputes

2024

- Announces a new name and 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 Juris Medicus merger, uniting complementary expert witness services to support clients in complex medical cases
- Recognised 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 services beyond its well-established expert witness search services into in-house advisory services for traumatic injury matters

2023

- Acquires MMG Jury Consulting, bringing nationally recognised jury consultants and a vast wealth of educational resources and CLE programs to benefit IMS clients
- Acquires Analytic Focus, a quantitative consulting firm providing financial, economic and statistical analytics, predictive modelling, data mining services and in-house direct experts
- Recognised as a leading provider of online jury research services in The National Law Journal "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
- Recognised 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 abilities to deliver precise expert search services in technology-driven cases

2022

- Recognised 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
- Recognised 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 recognised 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
- Recognised 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 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
- Recognised 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

- Recognised 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, 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

- Recognised 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 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 clients – and each other – 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 organisation. From entry-level to executive, each IMS employee operates as one and demonstrates ownership thinking in support of client, colleague and company success.

30+

Years of
Industry Experience

95%

Repeat Client
Firm Business

IMS Core Values

- OWNERSHIP THINKING
- HUMBLE CONFIDENCE
- QUALITY AND EXCELLENCE
- HONOUR 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 strategy, visual communication, technology and much more. Visit imslegal.co.uk/insights or scan the QR codes below.

Articles **Podcasts** **Case Studies** **Blogs** **Webinars & Webcasts**

Conferences and Client Presentations

In addition to sharing their insights at multiple industry events each year, our experienced consultants are available to present virtual CLEs and strategy workshops for clients worldwide. Find additional details and workshop topics at imslegal.co.uk/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 is crucial to protect the logo's integrity and maximise 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)

IMS
LEGAL STRATEGIES

Secondary Logo (Icon)

IMS

Logo Variations

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

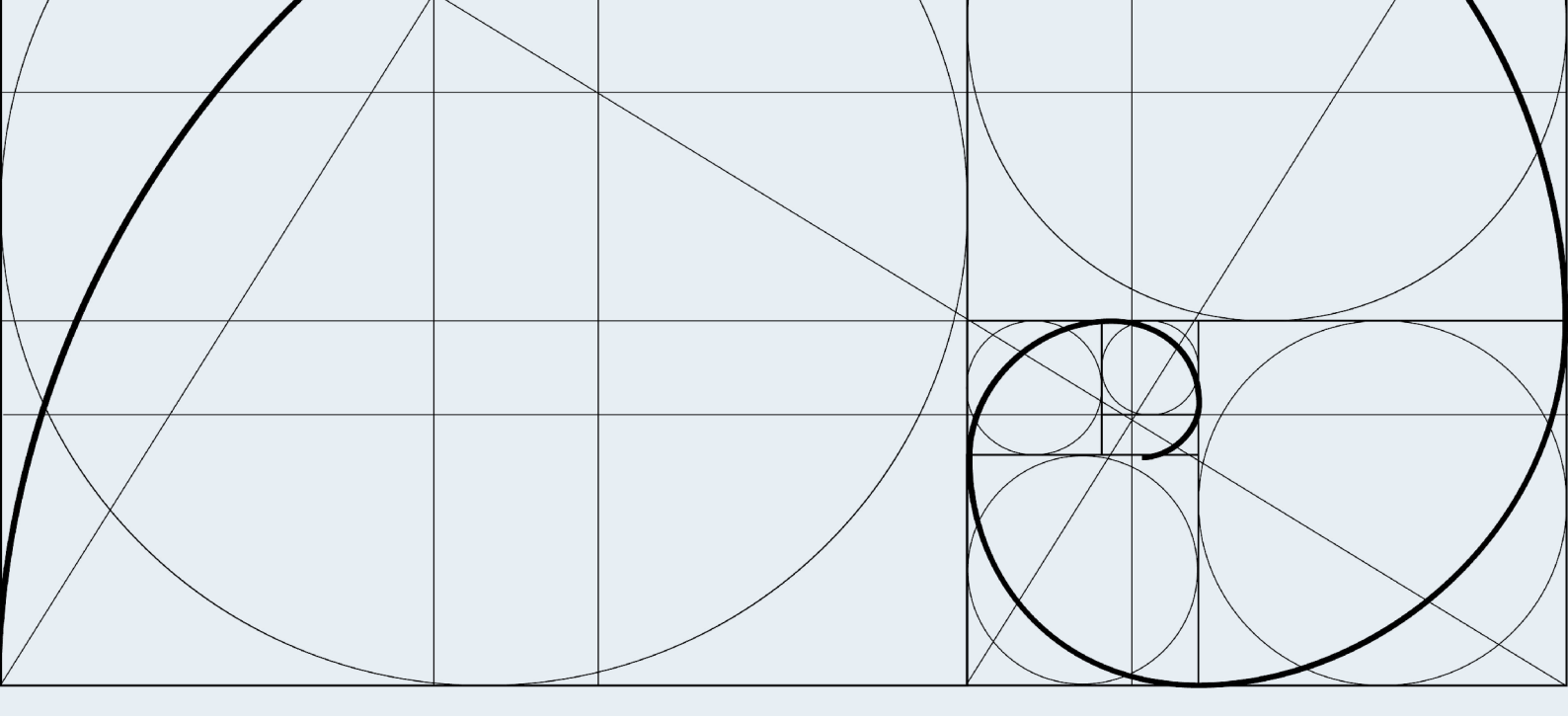
Solid Logo

IMS
LEGAL STRATEGIES

Reverse Logo

IMS
LEGAL STRATEGIES

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

IMS
LEGAL STRATEGIES

1in wide

Digital Minimum Size

IMS
LEGAL STRATEGIES

72px wide

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 the half of the IMS icon (i.e., the two intersecting diamonds), as shown.

Clear Space

IMS
LEGAL STRATEGIES

Logo **Background Colours**

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

Our preferred full-colour logo can only be used on white or a 20% IMS light / dark grey background or a 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-colour 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 serves trusted law firms and corporations worldwide to elevate strategies and protect reputations. IMS provides comprehensive solutions for complex legal and business matters, including specialised advisory and analytical support, global expert witness services, data-driven consulting, powerful visual advocacy and flawless presentation technology. As a strategic partner for the full case lifecycle, we work collaboratively with clients to uncover and analyse core arguments, develop a strong story around key themes and deliver compelling presentations that reinforce the narrative.

IMS offers a fully integrated international team with decades of practical experience in more than 45,000 cases and 6,500 trials. We are driven to help clients overcome challenges and achieve the best possible results. Together, we win. Visit imslegal.co.uk for more.

Together, we win™.

IMS LEGAL STRATEGIES

imslegal.co.uk

VISUAL ADVOCACY | EXPERT WITNESS | ADVISORY | CONSULTING | PRESENTATION TECHNOLOGY

contactus@imslegal.co.uk | +44 20 7170 8050 | IMS Legal Strategies is a trading name of Z-Axis Global Ltd.