

Michelle Sherman
Michelle.Sherman.1@asu.edu

EDUCATION

UCLA School of Law

J.D., 1988

GPA: 85.8 (85 being an 'A')

Order of the Coif

American Jurisprudence Award: Antitrust Law

Moot Court Honors Program

Smith College

B.A. Psychology, 1983

Phi Beta Kappa

Recipient of National Science Foundation Research Grant, Psychology

Chair of the Academic Honor Board

TEACHING EXPERIENCE

USC Annenberg School for Communication and Journalism

Adjunct Professor – Graduate and Undergraduate courses [1/12 – 12/18].

- Adjunct professor responsible for teaching required courses in the Public Relations program and preparing all associated classroom content.
- Instructor for Social, Legal and Ethical Foundations of Strategic Public Relations (fka Law of Mass Communication) course at graduate and undergraduate level. Provide students with a fundamental understanding of legal concepts in media and communications law that will aid them in developing content and working collaboratively with legal partners. Also, teach principles of moral reasoning and ethical problem solving/decision-making with application to legal, ethical and social issues that a PR professional may encounter during their career.
- Instructor for Strategic Public Relations – Research, Analysis & Insights course. With assigned readings, classroom discussion and focused project work, students learn how to identify the key strategic insights that will help drive successful communication campaigns based on quantitative and qualitative research methods and techniques. Applying these research techniques to their small group project clients, and their respective individual clients, students finish the course with a working familiarity of how to conduct surveys, focus groups, content evaluation, social media monitoring, competitor analyses and empirical research. They are also able to critically evaluate third party research studies and results that may inform the development of strategic communication campaigns.
- Instructor for Advanced Strategic Public Relations, which is the “Capstone” course for Bachelor of Arts in Public Relations that draws on all material covered in prior courses. Students spend a focused semester: (a) Examining methods for planning, managing and evaluating strategic communication campaigns; (b) Performing critical analysis of contemporary cases; (c) Developing a

comprehensive PR campaign for a real-world client. PR campaign development includes regular meetings with the client to help develop a strategic plan with deliverables that are directed to helping the client with its PR goals; and (d) Presenting the campaign to client representatives and receiving constructive feedback on it.

- Extensive experience in teaching diverse student populations (including international students, racially and ethnically diverse students, veterans, first-generation college students, and students with disabilities who need some accommodation), and drawing on the unique experiences, perspectives and thoughts of the students to have a more creative, dynamic and engaged course.
- Consistently received excellent course evaluations from students. Samples available upon request.

National Institute for Trial Advocacy, Faculty Member [7/98 – 1/15].

- Taught trial advocacy and deposition skills programs to practicing attorneys.

PUBLICATIONS

- Book Author, “Winning with Social Media: A Desktop Guide for Lawyers Using Social Media in Litigation and Trial”, 2017 (NITA® editor/publisher).
- Contributing Author to various legal publications on topics relating to the legal issues surrounding social media use by businesses and their employees, including California Lawyer Magazine; Intellectual Property Magazine; State Bar of California, Business Law News; Journal of Internet Law (Wolters Kluwer); Cyberspace Lawyer (West Thomson) [2010 -2012].
- Editor and Contributing Author to Am Law 100 Law Firm blog, “Social Media Law Update” [2010-2012].

LEGAL WORK EXPERIENCE

Farmers Group, Inc.

Senior Corporate Counsel – Business Insurance [6/16 – 12/20].

- Worked as a legal partner with the Commercial lines business group at Farmers Insurance.
- Worked closely with internal and external Communication teams in drafting marketing materials, training materials, customer and agent facing communications for the Commercial lines business group.
- Provided legal advice and guidance on all matters related to Commercial lines of business and functions, including without limitation, workers' compensation; marketing and distribution; underwriting; training; operations; billing; and general litigation matters.

Senior Corporate Counsel – Litigation [1/13 – 5/16].

- Managed all aspects of litigation cases involving Farmers entities that are non-claims related matters, including class actions, employment cases, and business disputes.

Slater Hersey & Lieberman LLP

Of Counsel [3/12 - 12/12].

- Represented clients in civil and commercial litigation matters.

Sheppard, Mullin, Richter & Hampton

Special Counsel in Government Contracts/Litigation Group [4/02 - 3/12].

- Worked in collaboration with Marketing team at this Am Law 100 firm to launch and manage their social media accounts and generate content for targeted business client audiences.
- Consulted with businesses on social media and Internet legal issues.
- Represented clients in business litigation matters and contract disputes with federal government agencies.

Los Angeles County Public Defender's Office

Assistant Public Defender [4/01-4/02].

- Tried 6 misdemeanor cases with a successful outcome in every case.

Sheppard, Mullin, Richter & Hampton

Partner [3/95 - 4/01].

- Represented clients in business litigation matters.

SERVICE

- Ojai Women's Fund, a dedicated philanthropy group, serving as a Grants Team Committee Lead, Communications Committee member, and Giving Circle Co-chair [2018 - Present].
- Member of Oak Grove School Board of Trustees (Pre-K-12th grade private school) [2019 - 2021].
- Member of Farmers Insurance Diversity & Inclusion Committee, and, in that capacity, was the co-lead for the International Persons with Disabilities Day 2019 on the Woodland Hills office campus with 15 different non-profit organizations participating [2017 - 2020].