

**Lana A. Olson**

Partner

Birmingham

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Lana Olson is a tough trial lawyer who understands the pressures faced by in-house counsel.

Don't let the red hair fool you.

When it comes to defending her clients, this redhead has never been afraid of a challenge. Whether she is trying a complex, high-stakes case, providing day-to-day risk management advice or leading an internal investigation, Lana has the experience and judgment needed to guide clients through even the most daunting situations. Maintaining a varied litigation practice, she handles matters involving environmental, toxic tort, product liability, catastrophic injury and employment claims.

Lana also understands the complicated realities facing today's in-house lawyers, because she has been in their shoes. She served for seven years as the assistant general counsel for a leading heavy truck component distributor. In this role she managed all facets of the company's legal and compliance matters, from day-to-day consultation to the most complex and significant pieces of litigation. Lana was also responsible for hiring and managing a team of outside counsel and gained invaluable experience that she draws on daily to deliver the best possible service to her clients.

Lana has served as lead counsel in a variety of roles, including first-chair at trial and for complex arbitrations. She has taken hundreds of depositions over the course of her career and has handled class certification hearings, *Frye/Daubert* hearings and bench trials. Her clients are located all over the country and range from Fortune 100 multinational companies to small family businesses. Lana has spent a significant portion of her career handling cases for clients in Florida, Kentucky, Louisiana, Michigan, Mississippi, Pennsylvania and Texas. She is also a member of the firm's Marketing & Business Development Committee.

When she isn't wearing her redheaded litigator hat, Lana enjoys being a mother to her vivacious daughter, Maggie (who is a blonde), her Shih-Tzu (George Bailey) and her Maltese (Hoover).

PRACTICE AREAS

Catastrophic Injury
Commercial Litigation
Commercial Transportation
Class Actions
Employment Law
Environmental & Toxic Torts
Product Liability

EDUCATION

Samford University, Cumberland
School of Law (J.D., *cum laude*)
Florida State University (B.S.)

BAR ADMISSIONS

Alabama
Mississippi

PROFESSIONAL ORGANIZATIONS

Alabama Defense Lawyers Association (ADLA)

Birmingham Bar Association

DRI, First Vice President (2020 - 2021), President-elect (2021-2022)

Federation of Defense & Corporate Counsel (FDCC)

International Association of Defense Counsel (IADC)

AWARDS

Alabama Super Lawyers by Thomson Reuters — Environmental Litigation (2014-15)

Alabama Super Lawyers by Thomson Reuters, "Rising Star" — Environmental Litigation (2011-13)

Benchmark Litigation, "Local Litigation Star" — Environmental, General Commercial, Labor and Employment, Product Liability (2018-21)

Benchmark Litigation, "Top 250 Women in Litigation" (2017-21)

The Best Lawyers in America® by BL Rankings — Environmental Litigation (2011-22)

B-Metro magazine, "Top Women Attorneys" (2018, 2020)

B-Metro magazine, "Top Flight Attorneys" (2019)

Mid-South Super Lawyers by Thomson Reuters — Environmental Litigation (2016-21)

Who's Who Legal: Product Liability Defense (2017-19)

PRESENTATIONS AND PUBLICATIONS

Presenter, "Business Development Tips for Lawyers" N.D. Defense Lawyers Association Annual Membership Meeting and Fall Seminar, (2019)

Presenter, "The Art of Marketing," FDCC, (2017)

Presenter, "Why Gender Equality is Good for Everyone, Including Men," Defense Trial Counsel of Indiana (DCTI) Annual Meeting, (2016)

Presenter, "Work/Life Balance for Women Lawyers," Louisiana Defense Counsel Meeting, (2016)

Presenter, "Business Development for The Employment Lawyer," DRI Employment Law Seminar, (2015)

Author, "Don't Be a Scarlett O'Hara: Start Thinking About Business Development Now," *The Guide — A Young Lawyer's Guide to Defense Practice*, (2015)

Presenter, "What You Need to Know About the Plaintiffs' Attorney Information Exchange Group (AIEG)," DRI Toxic Torts and Environmental Law Seminar, (2015)

Author, "Ten Things I Wish I'd Known About Business Development," *DRI For the Defense*, (July 2013)

Presenter, "The Best in Trial and Courtroom Techniques in Trucking Litigation," Transportation Megaconference XI, (2013)

Presenter, "Reinvent the Way You Practice Law: Six Experts in 90 Minutes," DRI Annual Meeting, (2013)

Author, "Ten Things I Wish I'd Known Before My First Expert Deposition," *DRI For the Defense*, (November 2011)

Author, "Ten Things I Wish I'd Known Before My First Deposition," *DRI For the Defense*, (April 2008)

Author, "Ten Things I Wish I'd Known Before My First Trial," *DRI For the Defense*, (September 2007)

Recurring speaker at the Alabama Defense Lawyer's Association's Annual Deposition Boot Camp

Presenter (with CNN senior analyst Jeffrey Toobin), "Inside the Supreme World of the Supreme Court," DRI Annual Meeting

Presenter, "Effectively Leveraging Affinity Groups," DuPont Women Lawyers Network Meeting

Presenter, "Collision Mitigation Technology: The Future is Forward-Looking," American Bar Association, TIPS Fall Leadership Meeting/Commercial Transportation Litigation Committee

Presenter, "Affirmative Recovery Programs: How to Change Your Law Department from a Cost Center to a Profit Center," DRI's Corporate Counsel Roundtable

Presenter, "Business Development for Lawyers," DRI International Seminar