



# ROBERT CHRISTOPHER

*Recovering Attorney. Disruptive Innovator. Author.*

Rob is the founder and CEO of Just Resolve, offering Neutral-Driven Resolution (NDR) — a reliable, fast, and low-cost way to settle common business and legal disputes. He is also the author of new amazon category bestseller *Just Right*, which exposes our nation's self-destructive appetite for absurdly expensive civil justice and prescribes how simply choosing to use NDR can bring it under control.

## Available Workshops

### For Businesses

#### The Insider's Guide to Reducing Your Business' Risks and Costs of Common Profit-Stealing Lawsuits

In this engaging workshop, Rob provides business owners, managers, and in-house counsel practical tools and approaches to protect their organizations from costly litigation, including when and how to use NDR.

### For Law Firms

#### What Is NDR and Why Should It Be in My Toolkit?

In this eye-opening MCLE-eligible session, Rob tells fellow practitioners how they can use NDR in contracts and negotiations to both enhance their practices and protect clients from too-costly litigation.

### For Law Students

#### I Wish I Had Learned That in Law School

In this inspiring presentation, Rob provides future lawyers with a practitioner insider's real-world lessons in the compelling benefits of being client-centric and solving problems "outside-the-box" using tools such as NDR.

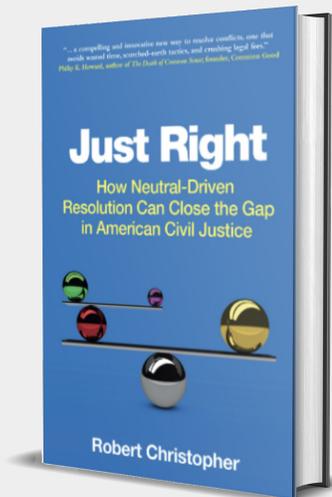
## Rob also is available to speak at your next live or online event or podcast on various topics including:

- How NDR – Neutral-Driven Resolution - can save time, money, and aggravation in settling common business and legal disputes.
- Why NDR deters frivolous lawsuits and reduces risk.
- How offering NDR dramatically changes the dynamics of any negotiation.
- What makes NDR faster, easier, and less costly than other alternative dispute resolution methods like arbitration and mediation.
- Why NDR is a complementary tool for lawyers to better serve their clients.
- How NDR can be added to business contracts at the time of signing to protect both sides from lengthy, costly disputes.
- How the civil justice system is broken, and a way to fix it.
- How small and medium-sized businesses lose billions in limited stakes disputes, and why a better way of resolving them was needed.

**JUSTRESOLVE**  
CURE FOR THE COMMON LAWSUIT

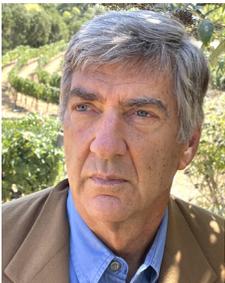
# Just Right Book

The civil justice system is broken. And it's time we fix it.



Rob wrote this book for our broken civil justice system that needs fixing. Inspired by the lessons of his 40-year career in business and law, and written in a personal and engaging style, the book initially presents and explains a terrible gap in American civil justice owing to too-expensive legal process in common, limited stakes legal disputes. Rob then tells the story of his investigation into, and the evolution of, a practical solution that delivers real, fast, and affordable justice to opposing parties win or lose. That solution is neutral-driven, nonadversarial dispute resolution (NDR), which replaces battling and maneuvering lawyer teams with robust investigation, analysis, and, if necessary, a binding decision by an agreed and empowered neutral judge. The book concludes by identifying challenges to NDR's adoption and what lawyers, parties and our society can do to overcome them.

## Biographical Information



Rob is an accomplished, AV Preeminent peer-rated litigation and trial attorney, formerly of New York based Coudert Brothers LLP, where he served as regional managing partner for Northern California, and California-based Hopkins & Carley ALC. Rob also has served as a mediator, arbitrator, and settlement judge pro-tem for the Santa Clara County Superior Court. Rob is also General Counsel and Co-Owner of Christopher Ranch LLC, a family-owned California farm business whose fresh garlic products are a nationally recognized brand. He has spoken before numerous business groups and law firms on disruption and innovation in dispute resolution.

After three decades as a litigator, Rob came to recognize the need for innovation in our civil justice system, particularly in limited stakes cases which frequently cost more to litigate than they're worth. Consequently, he founded Just Resolve to research, develop, and administer a neutral-driven, non-adversarial method of alternative dispute resolution. This method is the foundation of his new book, *Just Right: How Neutral-Driven Resolution Can Close the Gap in American Civil Justice*, available on Amazon and other online bookstores.

In addition to serving on corporate and charitable boards, Rob is a member of Vistage International, the world's largest CEO coaching and peer advisory organization for small and midsize business leaders. His active personal interests include tennis, performing in local civic theatres, mountain hiking, playing and singing music, travel, and loving his wife of 40+ years and his two grown sons and their families.

Rob earned an AB with Honors in Economics from Stanford University, and his JD from the University of California at Davis.

I will use Just Resolve services because they get the 'emotion' out of the process, focus solely on seeking the truth on a level playing field, and make an objective, binding decision faster than the current alternatives.

– Don Billups, *President (ret.), Air Systems, Inc., San Jose, CA*

I recommend Just Resolve when litigation is not the right solution for my client.

– Eugene Ashley, *Shareholder, Hoge Fenton, San Jose, CA*

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