

# Julie Meichsner

## Vice President of Legal Notice

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Julie brings extensive legal notification knowledge to Simpluris as Vice President of Legal Notice. She has a deep understanding of the clients' legal notice and industry business challenges, and she applies over a decade of knowledge to align appropriate methods and solutions. As Vice President of Legal Notice, she creates the overall media strategy, design, and implementation of notice programs, ensuring noticing standards of Rule 23 and Plain Language are met. Julie provides expert opinions on the adequacy of notice, pre-settlement consultation, and class notification. Prior to joining Simpluris, Julie worked at Heffler Claims (now Kroll) and previously she was at Garden City Group.

During her career, Julie has planned and implemented hundreds of complex notice programs for a wide range of class action, consumer, and bankruptcy matters. Julie planned and implemented the historic In re Purdue Pharma bankruptcy media notice. Other notable matters Julie was directly responsible for include Michael Allagas, et al., v. BP Solar International, Inc., et al., BP Solar Panel Settlement, Landes v. Sony Mobile Communications (USA) Inc., et al., Sony Xperia Waterproof Class Action, Carter v. Forjas Taurus SA et al., Taurus Safety Defect, Cook et. al v. Rockwell International Corp. and the Dow Chemical Co., "Rocky Flats" Class Action Settlement, In re: Domestic Drywall Antitrust Litigation, In re: The Bank of New York Mellon ADR FX Litigation, (International Notice Media), In re Air Cargo Shipping Services Antitrust, (International Notice Media), Tsang v. Zara USA Inc., (FACTA), Orr, et al. v. InterContinental Hotels Group PLC, et al., (Data Breach), and In re PG&E Corp., et al., (Bankruptcy).

Julie earned a Bachelor of Arts in Political Science from the University of Oregon. She attended Europa-Kolleg Kassel where she studied German Language Studies. She is a member of Pi Sigma Alpha, the National Political Science Honor Society and served on the Executive Team of Onward Oregon from 2008-2013.

