



JUAN S. RAMIREZ

Partner

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Juan Ramirez has led North American and global litigation for a Fortune 150 company and served as senior litigation counsel for another Fortune 150 company. He uniquely understands the challenges his clients face, and he brings a wealth of experience in complex commercial litigation and appellate advocacy. Juan defends consumer product manufacturers against existential litigation threats and government investigations at home and abroad. He helps clients protect their reputations, employees, and assets, including through affirmative claims against suppliers, distributors, and competitors.

EDUCATION

University of Wisconsin Law School, J.D., 2002 *International Law Journal*, Managing Editor

University of Wisconsin Stevens Point, B.A., 1993

GOVERNMENT SERVICE

Judicial Extern, Law Clerk to The Honorable Ann Walsh Bradley, Wisconsin Supreme Court, 2002

OTHER EXPERIENCE

Assistant General Counsel, Kimberly-Clark Corp., 2015-2020
Senior Counsel, Whirlpool Corp., 2010-2015
Michael Best & Friedrich LLP

ADMISSIONS

Wisconsin

HIGHLIGHTS

- Managed the global investigations, class action, and commercial litigation dockets for a Fortune 150 products manufacturer.
- Managed North American class action and asbestos litigation portfolios for a Fortune 150 products manufacturer.
- Won a first-of-its-kind defense verdict in Australia against that country's effort to ban an entire category of consumable products.
- Obtained favorable resolutions and dismissals with prejudice of municipality-based class actions in New York and Minnesota in which plaintiffs sought to certify national and state classes of municipal wastewater facilities.
- Successfully defended a manufacturing company against multiple government investigations of false advertising allegations related to the company's fastest growing product category.
- Negotiated pre-suit withdrawals of several threatened ingredient-based class actions alleging false advertising of products as "all" or "100% natural."
- Supervised and managed litigation throughout the Asia Pacific region while leading the integration of legal departments between the parent company and its Chinese subsidiary.

INDUSTRIES

- Consumer Products & Services
- Medical Devices & Pharmaceuticals
- Asbestos
- Real Estate

PRACTICE AREAS

- Commercial Litigation
- Class Actions
- Investigations & Compliance
- Product Liability
- Mass Torts
- Personal Injury Defense

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BIOGRAPHY

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Juan's experience leading the litigation functions of large, international corporations means that he truly appreciates the pressures his clients face: from plaintiffs, courts, regulators, and public perception. Juan brings that awareness and know-how to meet his clients where they are—and lead them to higher ground—when they face major litigation.

As both inside and outside counsel, Juan has managed large litigation teams, including coalitions comprised of experts from different firms, to oversee and execute legal strategy to help his clients meet their business objectives. From consumer class actions to government investigations to mass torts, Juan has the knowledge and creativity to effectively engage stakeholders from the C-suite to discovery vendors to claims professionals.

CASES

- Managed the global investigations, class action, and commercial litigation dockets for a Fortune 150 products manufacturer.
- Managed North American class action and asbestos litigation portfolios for a Fortune 150 products manufacturer.
- Won a first-of-its-kind defense verdict in Australia against that country's effort to ban an entire category of consumable products.
- Successfully defended a manufacturing company against multiple government investigations of false advertising allegations related to the company's fastest growing product category.
- Obtained favorable resolutions and dismissals with prejudice of municipality-based class actions in New York and Minnesota in which plaintiffs sought to certify national and state classes of municipal wastewater facilities.
- Negotiated pre-suit withdrawals of several threatened ingredient-based class actions alleging false advertising of products as "all" or "100% natural."
- Supervised and managed litigation throughout the Asia Pacific region while leading the integration of legal departments between the parent company and its Chinese subsidiary.
- Led complex litigation and trial teams in Europe, Israel, Canada, and Latin America.
- Achieved favorable resolution for a Fortune 150 company against one of the largest medical device class actions in the company's history.

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- Negotiated 97% reduction of a government's proposed civil penalty—in excess of \$100 million—against a major manufacturing client.
- Managed and negotiated the largest supplier recovery action in a Fortune 150 client's history, obtaining cash and future indemnity protection well into nine figures.
- Won a preliminary injunction for a product manufacturer in the District of Columbia against the District's attempt to ban an entire category of consumer products.
- *Diamondback Funding, LLC v. Chili's of Wisconsin* (2010) - Won a defense verdict, including damages and attorneys' fees, after securing successive appellate court reversals of the trial court's denial of a client's right to enforce a restrictive covenant proscribing the operation of a competitor.
- *Trinity Petroleum v. Scott Oil Company* (Wisc. 2010) - Argued and won before the Wisconsin Supreme Court in a first-impression matter involving the retroactive application of Wisconsin's frivolousness statute. The Court reversed the appeals court's denial of attorney's fees. This upheld a summary judgment win for an oil company facing allegations of wrongful termination of a carrier contract.
- *Systems Engineering Co., Inc. v. The Estate of H.W. Patrick Wittbrot, et al.* (Wisc. 2010) - Won a favorable verdict, including treble damages, for a large OEM client whose property was converted by a rival company. Secured judgment for fair market value of the converted property as well as the return of millions of dollars of equipment.
- *American Total Security v. Schultz* (Wisc. Ct. App. 2005) - Won reversal of a trial court's order against an 81-year-old pro bono client who was the victim of a predatory contractor. Won double damages and attorneys' fees under Wisconsin's Home Improvement Code.

BAR & COURT ADMISSIONS

Not admitted in Colorado

Wisconsin Supreme Court

Wisconsin

U.S. District Court, E.D. Wisconsin

U.S. District Court, N.D. Illinois

U.S. District Court, W.D. Wisconsin

U.S. Court of Appeals, 7th Circuit

LEGAL MEMBERSHIPS, ACTIVITIES & HONORS

Kimberly-Clark, General Counsel's "X" Award for Excellent Results

Nominated for 2020 First Chair Award for Top In-House Talent

United States Chamber of Commerce Tort Reform Advisory Council,

Member, 2013-present

Defense Research Institute

Wisconsin Association of African American Lawyers, Director, 2009-2010

Wisconsin Law Journal "2010 Up & Coming Lawyer"

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American Bar Association
State Bar of Wisconsin

COMMUNITY MEMBERSHIPS, ACTIVITIES & HONORS

Society for Women Against AIDS - Liberia, Director 2009-2015
Whirlpool Foundation, Secretary, 2014
Adoption Resources of Wisconsin, Director 2009-2010
Parklawn YMCA, Director 2005-2007

ARTICLES & PRESENTATIONS

- Panelist, "Reaching Across the Border: The Impact of International Class Actions," DRI Class Actions Seminar, Washington D.C. (2013).
- Panelist, "Keeping the Jury Engaged: Demonstrative Exhibits That Educate and Entertain," DRI Product Liability Conference, Las Vegas (2012).

PERSONAL INTERESTS

Traveling, reading, tennis, movies, outdoors