



**J. Eric Peterson Jr., J.D., MBA**  
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## **CURRICULUM VITAE**

- Insurance Bad Faith
- Claims Handling Best Practices
- Litigation and Claims Management
- Insurance Agent and Broker Standard of Care
- Risk Management Consulting
- Captive Insurance Management

## **Licenses/Certifications**

- Property and Casualty Insurance Producer/Broker current resident license Arizona. I held a resident license in Tennessee beginning in 2012 and non-resident licenses in several states including, but not limited to, Alaska beginning in 2008 and South Carolina beginning in 2010. I have operated under non-resident licenses in multiple other states since 1993. Original Property and Casualty Insurance Producers license secured in 1993.
- Life, Accident and Health or Sickness Insurance Producer current resident license Arizona.
- Adjuster – Lines of Authority - Property and Casualty – Various states, including but not limited to, Alabama, Arkansas, Arizona (resident adjuster license), Connecticut, Delaware, Florida (07-20), Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Mississippi, Montana, North Carolina, New Hampshire, New Mexico, Nevada, New York, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas (*designated home state*), Utah, Vermont, Washington, West Virginia, Wyoming.
- Professional Certificate in Risk Management secured February 27, 1995.

## **Areas of Expertise**

Bad Faith  
Unfair Claims & Settlement Practices  
Commercial Insurance Policies  
Litigation and Claims Management  
Sexual Misconduct Cases

Agent & Broker Standard of Care  
Third Party Claims Administrators  
Captive Insurance Management  
Construction Defects  
Directors & Officers Liability

## Education

Juris Doctor - Cumberland School of Law, Samford University – Birmingham, AL – 2011  
Masters of Business Administration, Global Business Management – Tempe, AZ – 2000  
Professional Certificate in Risk Management – Tempe, AZ - 1995  
Bachelors of Science, Business Management – California Lutheran University – Thousand Oaks, CA - 1992  
Associates Degree – Arizona State University – Tempe, AZ – 1990

## Experience

**Expert Witness Partners, PLLC** – 2019-Current – Offices in Tempe and Flagstaff, AZ.  
Owner. Providing Expert Witness, Insurance and Risk Management Consulting services as “The Insurance Archaeologist™”.

**Sedgwick** – 2017-2021 - Nashville, TN

Litigation Manager and Claims Team Lead for Sedgwick. Responsible for accounts including but not limited to, USA Cycling, Major League Baseball, Office Depot, Coca-Cola and FedEx Supply. Third party administrator handling exposures for product liability, general liability, commercial truck and auto liability, catastrophic bodily injury claims. Point person for securing new Sedgwick TPA accounts for clients with captive insurance programs. Monitor legal precedents and claims handling requirements/best practices for all 50 states. Research and ensure compliance of specialized risk management programs and claims handling directives for individual clients.

**The Norseman Consulting Group, Inc.,** - 1993-Current – Tempe and Flagstaff, AZ

Owner and Founder of The Norseman Consulting Group, Inc., September 1993. Former Director of Trinity American Insurance, a Delaware Captive Insurance Company, providing re-insurance for captive insurance carriers from 2016-2017. Providing insurance consulting services, litigation management and insurance adjusting services for Jardine Matheson, Peak Insurance and Risk Management Services from 2003 to present. Providing actual insurance archaeology and consulting services for Arcina Risk Group, LLC., based in Los Angeles, CA.

**Gallagher Bassett Services, Inc.,** - 2013-2016 - Brentwood, TN

On-Site vendor assigned to Tractor Supply Company corporate headquarters in Brentwood, TN as Senior Resolution Manager heading a team of adjusters responsible for the general liability claims against all Tractor Supply Company retail locations. Responsibilities included liability coverage analysis, review of commercial property lease agreements for all non-owned retail locations, attendance at all mediation and trial proceedings on behalf of TSC. Additional responsibilities included: Providing recommendations and coordinating the implementation of loss prevention measures with local retail location managers and employees. Providing annual in-person review

of individual store loss history with retail location store managers. Liability policy review and providing written recommendations of coverage applicability. Supervising the set-up, investigation, and establishment of over 200 bodily injury and property damage claims maintaining nearly a 100% closure rate.

**Risk Management Services, Inc., - 2003-Current - Tempe, AZ**

Vice President. Provide insurance consulting and property and casualty broker/production and adjusting services. Solicit and service commercial insurance accounts and management of book of business. Manage the claims and litigation for all RMS Clients. Over 20 years-experience in handling and managing the commercial insurance program, including litigation management and claims handling, for National Governing Body sanctioned by the U.S. Olympic Committee under their authority granted by the Ted Stevens Amateur Athletic Act. Cases involved property damage, catastrophic bodily injury, sexual misconduct, Federal Anti-Trust and Directors and Officers Liability. Assisted in the development of custom risk management solutions for individual clients, including identifying specific risks and drafting custom insurance programs (for General Liability, Property Damage, Professional Liability, Sexual Misconduct, Kidnap and Ransom, Marine and International Travel exposures). Coordinate and assist with yearly claims audit, actuarial and loss run/IBNR reviews. Responsible for a nationwide loss control and risk management program, ultimately proposing revisions to existing rules and regulations which were adopted and implemented nationwide by our client's Board of Directors. This rule and regulation change resulted in the dramatic reduction of catastrophic bodily injury claims which significantly reduced litigation and indemnity expenses thereby preserving the client's loss reserves and contributing substantially towards their portfolio growth. Managing General Agent for Nationwide Program involving amateur learn to swim schools. Handle the construction defects litigation and claims for commercial property developers. Service and manage commercial insurance program, including claims adjusting, for a nationwide Commercial Trucking Company.

**Peak Insurance Group, Inc., - 1997-2003 - Phoenix, AZ**

Established specialized risk management programs for clients with unique and difficult risks. Worked as a Property & Casualty Broker servicing extensive book of business including servicing the commercial policies for clients in all 50 states. Created specialized insurance programs working directly with insurance carriers to design, solicit and service commercial insurance programs that tailored coverages for different commercial clients engaged in similar business operations. Litigation manager for offshore, wholly owned captive insurance carrier. Licensed field adjuster Arizona.

**Anderson Law Offices – 1993-1994 - Jacksonville, FL**

While employed with Jardine Matheson, I worked on-site at Anderson Law Offices in Jacksonville, Florida. Anderson Law was lead trial and defense counsel for several high-profile Jardine Matheson commercial accounts. I worked with several Anderson law firm clients including Sea Ray Boats, Chrysler Corporation and Marmara Marine. Responsibilities included legal research and trial preparation for Board Certified Trial

Attorney. Continued insurance production and servicing of my existing commercial insurance accounts along with soliciting new insurance accounts for Jardine Matheson.

**Jardine Matheson North America- 1992-1997 - Phoenix, AZ**

Began as an assistant for Insurance Producers and Account Executives, servicing several commercial insurance books of business. Performed various forms of clerical work, cold-calling potential clients, insurance policy review and client package proposal preparations. Introduction to claims management for self-insured clients. Secured Property and Casualty Insurance Producer as well as Property and Casualty Adjusting Licenses. Began brokering my own commercial insurance accounts in Arizona and serviced commercial policies in nearly all 50 states. Began handling the insurance policy servicing and claims adjusting for offshore, wholly owned captive insurance carrier, with locations and operations in all 50 states. Completed several advanced degrees through a program sponsored by Jardine Matheson, including a yearlong on-site term for lead trial counsel utilized by larger commercial clients of Jardine. Ultimately secured a Certificate in Risk Management as well as a Master in Business Administration through their tuition reimbursement program.

**Associations/Volunteer Work**

American Association of Insurance Management Consultants - AAIMCo - Ethics Committee Board Member.

Williamson County C.A.S.A (Court Appointed Special Advocate) for Williamson County, TN Juvenile Court. Volunteer Court Appointed Special Advocate for abused and neglected children. Franklin, TN.

Literacy Council of Williamson County - Volunteer instructor of ESL (English as a second language) for advanced English - Franklin, TN.

Former Member of the Men's Art Council, Phoenix Art Museum, Arizona.

**Expert Case List 2019-2025**

***Ethan's Glenn Community Association, Inc. v. USI Southwest, Inc.*** Judicial District, Harris County, TX Case No. 2019-15843 – 281<sup>st</sup>. (Expert Report Filed). Trial Testimony Preparation. Retained by Plaintiff.

***William G. West, Trustee of Paula Douglass v. USI Southwest, Inc., et al.*** District Court 270<sup>th</sup> Judicial District, Harris County, TX Case No. 2019-60723.

***Spencer Jackson v. SPC Leasing, et al.*** Opinion Only – No suit filed to date.

***Arizona Broadway Theater v. Glendale Insurance, et al.*** Superior Court, County of Maricopa Case No. CV 2020-010495. (Expert Report Filed). Retained by Plaintiff.

***KLOS v. Glendale Insurance, et al.*** Superior Court, County of Maricopa Case No. CV 2020-010495. (Expert Report Filed). Retained by Plaintiff.

***Craig Zuchelkowski v. Geico***, United States District Court, District of Nevada Case No 2:20-cv-02182-GMN-EJY. (Expert Report Filed). Retained by Plaintiff.

**Palmer v. Angel Insurance**, Court of Common Pleas State of South Carolina, County of Charleston Case No 2019-CP-10-04631. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Defense.

**Rommel McCants v. Allstate Insurance Company**, South Carolina, County of Orangeburg, Case No. 2020CP3801114. Retained by Defense.

**Cynthia Boatright, as Representative of the Estate of Caroline Ekong and John Etim, Kokomma Ekong, and Kaeini Ekong v. Christopher Frick, James Frick and Cynthia Frick**, Superior Court of Delaware, Case No. N17C-09-180 CEB. Retained by Estate of Ms. Ekong.

**Whitestone Ahwatukee Plaza v. Chicago Title** – Superior Court State of Arizona, County of Maricopa Case No. CV2021-009119. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Plaintiff.

**Brightstar Corp., v. Arthur J. Gallagher & Co. and Arthur J. Gallagher Risk Management Services**, Circuit Court 11<sup>th</sup> Judicial Circuit, Miami-Dade County, Florida Case No. 2021-001340-CA-01. (Expert Report Filed). Retained by Defense.

**Robert George and Jo Anne George v. State Farm** Arizona Superior Court, Maricopa County Case No. CV2022-004213. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Plaintiff.

**Iron Woman Construction & Environmental Services, LLC, et al v. Flood & Peterson Insurance, Inc.** District Court, Denver County, Colorado Case No. 2022 CV 32402. Retained by Defense.

**Jeffery and Michele Schaff v. The Travelers Home and Marine Insurance Company**, Circuit Court of Cook County, Illinois, Case No.: 2019 L 007588. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Plaintiff.

**Bucchino General Contracting LLC and Michael Bucchino v. Diamond Agency, LLC**. New Jersey Superior Court, Union County, (Affidavit Filed). Retained by Mercer Insurance Company.

**Agent Alliance Insurance Company v. Stuart Wilson**. Superior Court, J.D. of New London, New London, CT, Case No. KNL-CV-21-6050086-S. Retained by Agent Alliance Insurance Company.

**SSA Architecture, Small Studio Associates, LLC and Kenneth C. Small Jr, and Accelerated Construction, Inc. v. M&O Agencies, Inc., The Mahoney Group, Jake Sanders and Shari Reshig**, Eighth District Court Clark County, Nevada Case No. A-22-850933-C. (Expert Report Filed, **Trial Testimony Provided**). Retained by Plaintiff.

**U.S. Stem Cell Clinic, LLC. v. Brown & Brown of Florida, Inc., and Anya Penate**, In the Circuit Court of the Eleventh Judicial Circuit in and for Miami-Dade County, FL, Case No.: 2020-008339-CA-01. (Affidavit for Testimony Filed). Retained by Plaintiff.

**Handler Corporation v. West American Insurance d/b/a/ Liberty Mutual Insurance Company**, Superior Court of Delaware, Case No. - N21C-04-016 VLM. (Expert Report Filed). Retained by Plaintiff.

**Lower Antelope Canyon Tours, LLC., v. Warners Insurance Agency, Inc.**, Superior Court of Arizona, Coconino County, Case No. – S-0300-CV-2021-00309. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Plaintiff.

**Dupre v. Great American Insurance**, 14th Judicial District Court, Parish of Calcasieu, Louisiana Case No. - Case No. 2019-002055 Div. B. Retained by Plaintiff.

**W.J. Richardson & Sons Co., LLC v. KVS Hotels, LLC,** et al. Superior Court of the State of Arizona in and for the County of Maricopa Case No. CV-2022-050625. (Expert Report Filed). Retained by Plaintiff.

**Clements v. Nationwide Insurance Company of America, et al.** United States District Court Eastern District of Pennsylvania Case No. 2:23-cv-02724 (Expert Report Filed). Retained by Defense.

**Pulte Homes of New Mexico, Inc. v. Central Mutual Insurance Company, et al.** United States District Court for the District of New Mexico Case No. 1:21-CV-00996-KRS-JHR (Expert Report Filed). Retained by Defense.

**Juan Familia v. John Kovacs** Circuit Court of the 11<sup>th</sup> Judicial Circuit in and for Miami-Dade County, Florida Case No. 17-008688 CA 31. (**Deposition Testimony Provided**). Retained by Defense.

**Pintar v. AAA Fire & Casualty,** United States District Court, District of Nevada Case No. – 2:21-cv-00652-GMN-EJY. (Expert Report Filed. **Deposition Testimony Provided**). Retained by Plaintiff.

**Orozco v. Lennar and Estrada Construction v. Jansick Insurance Group,** Superior Court, County of Maricopa Case No.-CV 2020-016485. (Expert Report Filed). Retained by Plaintiff.

**Jeffrey, Kristin and Patricia Stanko v. Tanya Grubbi Insurance Agency et al.** Circuit Court of the 2nd Judicial Circuit, Lee County Florida, Case No. 36- 2023-CA730. (Expert Report Filed). Retained by Plaintiff.

**Kronlage Family Limited Partnership, LP v. Eagan Insurance Agency, LLC et al.** United States District Court, Eastern District of Louisiana, Case No. - 2:22-CV04415. (Expert Report Filed). Retained by Defense.

**Arch Nemesis, LLC., v. West Coast Global Insurance Services, LLC.** United States District Court, District of Kansas, Case No. 22-cv-2435, (Expert Report Filed, **Deposition Testimony Provided**). Retained by Arch Nemesis.

**Robert H. Pflug, Jr., as personal representative of the Estate of Arlene S. Pflug, deceased, and as the Assignee of Dale Bezemek and Bezemek Properties, Inc. v. McGriff Insurance Services.** Circuit Court of the 9<sup>th</sup> Judicial Circuit, Orange County, Florida, Case No.: 2022-CA-000820-0. (Expert Report Filed, **Deposition Testimony Provided, Court Testimony Provided**). Retained by Assignee.

**300 West Osborn, LLC v. Amy Gabel and John Doe Gabel, wife and husband; AAA Arizona, Inc., et al** Superior Court State of Arizona, County of Maricopa, Case No. CV2024-003215. (Expert Report Filed). Retained by 300 West Osborn, LLC.

**Weed Elementary School District v. Northern California Regional Liability Excess Fund.** Judicate West Alternative Dispute Resolution. Retained by Weed Elementary District.

**Kevin Collazo v. Progressive Select Insurance Company** United States District Court, Southern District of Florida, Case No. 23-CV-22953-KMM. (Expert Report Filed, **Deposition Testimony Provided**). Retained by Plaintiff.

**Michael Nwozuzu v. Safety Insurance Company.** Commonwealth of Massachusetts, Superior Court Civil Action No., 1984CV000349. (Expert Report Filed, **Trial Testimony Provided**). Retained by Plaintiff.

**Ronald Bakalian v. Upper Greenwood Lake Property Owners Association and Board of Trustees et al.** Superior Court of New Jersey, Passaic County, Civil Action No. PAS-L-2089-22. (Expert Report). Retained by Defense.

***Houston Specialty Insurance Company, et al, v. First Indemnity Insurance Agency.*** United States District Court Southern District of Texas Houston Division, Civil Action No. 4:20-CV-03756. (Expert Report Filed). Retained by Defense.

***William Weber v. Auto Owners Case.*** Superior Court of Arizona Maricopa County, Case No. CV-24-01713-PHX-MTL. (Affidavit of Merit Filed). Retained by Plaintiff.

***Action North America, Inc. v. American Family Agency, LLC., et al.*** Circuit Court of the 20<sup>th</sup> Judicial Circuit in and for Charlotte County, Florida. Case No. N17C-09-180-CEB. (Expert Report Filed). Retained by Plaintiff.

I have been in the insurance industry for over 32 years, working as a Licensed Commercial Property and Casualty Insurance Broker, Licensed Property and Casualty Insurance Adjuster, Litigation Manager for wholly owned, Captive Insurance companies as well as handling Directors and Officers litigation and claims and Property and Casualty Insurance claims for two of the country's top Third-Party Administrative Companies. I currently hold an Insurance Producer Property and Casualty license in the State of Arizona, a Life, Accident and Sickness or Health Insurance Producers license in the State of Arizona and have held and/or operated under non-resident designated broker, agency and Property and Casualty Insurance Broker licenses in several other states. I have been licensed as a Property and Casualty Insurance adjuster, both resident and non-resident, in nearly all 50 states. I also provide consulting services as an Insurance Archaeologist for Arcina Risk Group, LLC. to help identify and locate any missing historic insurance policies that may be responsive to legacy tort matters including Child Victims' Act and environmental tort litigation. To the extent required, I also provide a claims advocacy component to secure the requisite defense and indemnity obligations from any responsive insurers as identified through insurance archaeology. I attended law school when I was 38 years old, married with 4 children and a full-time job. I secured my J.D., degree in May of 2011 from the Cumberland School of Law at Samford University in Birmingham, Alabama to assist with and help bolster the tripartite confidentiality with defense firms retained around the country in my capacity as litigation manager for several captive insurance clients. I never intended to practice law and am not a licensed attorney although I did sit for the bar exams in TN and I also sat for an abbreviated online remote exam in AZ during COVID-19 that only allowed limited practice in the State of AZ, however, I am not a licensed or barred attorney. I have testified at trial and evidentiary hearings in my capacity as Litigation Manager and have provided multiple depositions as well as trial and court testimony in my capacity as an expert witness since 2019. While I have not submitted any official peer reviewed publications to date, I have provided several oral presentations at various conventions and conferences on insurance related topics.

