



Rodney A. Max

Principal

Upchurch Watson White & Max Mediation Group

Rodney A. Max is licensed to practice law in the states of Alabama and Florida. Mr. Max has conducted over 4,000 mediations involving over 10,000 cases for matters including wrongful death, personal injury, breach of contract, insurance disputes, antitrust, mass and class action issues involving products and services in all consumer areas, patent and trademark infringement, employment cases, family and decedent estate issues, fraud and negligence, health and general commercial liability insurance coverage cases and more. He has practiced since 1975, including representation of plaintiffs and defendants in breach of contract, fraud, commercial products liability, lender liability, mass and class actions and other statutory remedies.

Mr. Max has been selected and/or court appointed as a third party neutral or mediator in a number of significant state and federal mass and class actions involving personal injury, wrongful death and property damage claims. Said claims have involved products, services, and/or consumer rights (e.g., privacy). Said mass and class actions have encompassed areas of insurance, pharmaceuticals, transportation, environmental, computer, cell phones, and other technological issues.

He is a noted speaker on mediation and alternative dispute resolution topics throughout the country, including national and state bar associations and sections – on both sides of the trial aisle - as well as neutral organizations. Among his published works: “*Multiparty Mediation*”, *The American Journal of Trial Advocacy* (volume 23, Issue 2, Fall 1999) and “*Mediation: The Humanization of the Justice System Resulting in the Truest Equities Among the Parties*” (*The Alabama Defense Lawyer Journal*, 1999). Mr. Max has also presented seminars on a number of his written articles, including “*Designing the Mediation*”, the “*Goal Oriented Approach to Negotiations*” and “*Breaking Impasse*”.

Professional Education and Qualifications

- B.A. (Political Science) University of Florida ~ 1970
- J.D. Cumberland School of Law (cum laude) ~ 1975
- Member: Cumberland Law Review
- Member: Curia Honoris

Florida Supreme Court Certified Circuit Civil Mediator ♦ Alabama State Court Mediator Roster ♦ Neutral Panelist, U.S. District Courts of Alabama ♦ Distinguished Panel of Neutrals, CPR Institute for Dispute Resolution ♦ Mediation Panelist, Nat'l Assn. of Securities Dealers Regulation, Inc.

Memberships, Professional and Civic Associations

- Distinguished Fellow and Past-President ~ American College of Civil Trial Mediators
- Super Lawyers, 2008-2012 ~ Florida and Alabama ~ As selected by legal colleagues
- Member ~ Alabama Academy of Mediators
- Member ~ Florida Academy of Mediators
- NCCJ Brotherhood Award for Outstanding Community Service ~ 1998
- “I Have A Dream” Award for Leadership in Civil Rights
- United States Civil Rights Commission ~ Alabama State Advisory Committee ~ 1985-2000
- B’Nai Brith Chapter President, Birmingham, 1976-81
- Numerous elected and appointed positions in local, state and national bar association.



Case Manager Information

For the most current information and to coordinate or schedule, contact Rod Max's case manager:

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Contact Information

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Areas of Practice

- Antitrust
- Class Action
- Complex Commercial Litigation
- Construction Defect Litigation
- Consumer Disputes
- Employment
- Environmental / Land Use
- Health Law
- International Law
- Insurance Disputes
- Professional Malpractice
- Professional Negligence
- Probate Litigation
- Securities
- Tort / Products Liability
- Trademark / Copyright
- Wrongful Death

Rated Super Lawyer 2008 - 2012

