

# LANCE-MICHAEL CORREIA

## Senior Retail Safety Analyst & Litigation Support Specialist

Traverse City, Michigan | 231.632.5047 | lancemichaelcorreia@gmail.com

## PROFESSIONAL PROFILE

Lance-Michael Correia serves as **Senior Retail Safety Analyst & Litigation Support Specialist** with **Retail Expert Witness Corp.**, where he specializes in retail premises liability analysis, slip, trip and fall investigations, discovery review, retail safety standards, and expert report development.

Working alongside nationally recognized retail safety expert Jerry Birnbach, Lance has participated in the analysis of more than eighty retail premises liability matters involving many of the nation's largest retailers. His interdisciplinary education in philosophy, English, and legal studies, combined with years of retail safety experience, enables him to evaluate evidence from multiple perspectives, identify critical issues, and communicate complex findings clearly.

Lance is available to provide **independent retail safety analysis and expert witness services in appropriate premises liability matters**, while continuing to collaborate with Jerry Birnbach on more complex and high-exposure litigation.

## AREAS OF EXPERTISE

- Premises Liability Analysis
- Slip, Trip & Fall Investigations
- Discovery & Evidence Review
- Retail Safety Standards
- Retail Operations Analysis
- Human Factors
- Hazard Recognition
- Expert Report Development
- Deposition Preparation
- Risk Assessment

## PROFESSIONAL EXPERIENCE

### Jerry Birnbach, LLC

#### Senior Retail Safety Analyst & Litigation Support Specialist | 2021–Present

Supports nationally recognized retail safety expert Jerry Birnbach in litigation involving retail premises liability. Reviews discovery, depositions, maintenance records, surveillance, photographs, incident reports, inspection logs, and corporate policies. Conducts research on retail safety standards and assists in preparing expert reports, rebuttal reports, and deposition materials. Has participated in the analysis of more than 80 premises liability matters involving national retailers.

### River Pharmacy

#### Safety Liaison | Pharmacy Operations | 2015–Present

Responsible for retail safety inspections, hazard identification, emergency preparedness, SOP development, safety training, and maintaining safe customer environments.

## REPRESENTATIVE LITIGATION SUPPORT

Research and analysis involving Walmart, Target, Lowe's, Home Depot, Costco, CVS, Kroger, Safeway, ShopRite, IKEA, Marshalls, Ross Dress for Less, Dollar General, Dollar Tree, Macy's, Applebee's, Sam's Club and numerous regional retailers.

## EDUCATION

### **Wayne State University**

Bachelor of Arts, Philosophy

### **Grand Valley State University**

Bachelor of Arts, English

### **University of Detroit Mercy School of Law**

Coursework in Torts, Contracts, Property, Civil Procedure, Civil & Criminal Law, Legal Writing

## PROFESSIONAL HIGHLIGHTS

- More than five years supporting expert witness engagements.
- Extensive experience reviewing complex discovery materials.
- Strong analytical reasoning rooted in philosophy and legal studies.
- Experienced in issue spotting, evidence evaluation, and litigation support.
- Supports expert analyses involving major national retailers across the United States.

## CERTIFICATIONS

Certified Pharmacy Technician (CPhT)

CVS Safety Training

Good Neighbor Pharmacy Safety Certification

CPR / First Aid