



# Product Liability

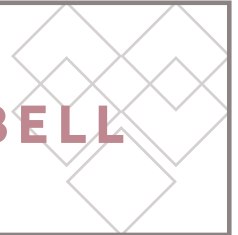
## 2023



PROFILED:

**CHRISTOPHER G. CAMPBELL**

DLA Piper LLP (US)





Product Liability



## CHRISTOPHER G. CAMPBELL

Partner

**DLA Piper LLP (US)**

Atlanta, GA, US

T: +1 (404) 736 7808

E: [christopher.campbell@us.dlapiper.com](mailto:christopher.campbell@us.dlapiper.com)

### PERSONAL BIOGRAPHY

**Chris Campbell** is the chair of DLA Piper's product liability and mass tort practice group, which is among the world's largest and most award-winning product liability defence teams. A graduate of Harvard Law School, he has more than 20 years' experience in all phases of mass torts, class actions and other complex litigation, including trying cases and arguing appeals. Mr Campbell serves as global, national and trial counsel for multinational companies in the life sciences, consumer, automotive and technology sectors. He also advises clients on regulatory, communications and other matters.

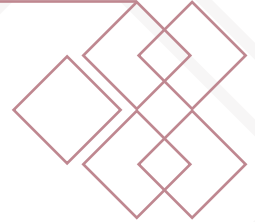


**CHRISTOPHER G. CAMPBELL**

DLA Piper LLP (US)



## Q&amp;A WITH CHRISTOPHER G. CAMPBELL

**What strengths and characteristics do you, your team and your firm strive to demonstrate to clients?**

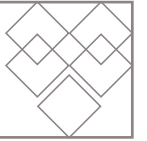
◆ At DLA Piper, we pride ourselves on our agile mindset, our global vision and being a valued partner to our clients. Having an agile mindset means being flexible, thoughtful and creative in how we help clients solve their most significant challenges. We know that each client and case are different, so we listen to our clients and tailor our approach to their needs and objectives. Our global vision refers to the breadth and scope of our geographic coverage, but also our ability to see the big picture, literally and figuratively. A consistent compliment from our clients is that we see our clients' challenges in their totality, not limited to a specific practice group or legal area. Lastly, we want to be a valued partner to our clients, which means always providing high-quality service, but also working so closely with clients that they see you as one of the family.

**Are you active in any programmes or initiatives within your organisation? To what extent have you found this work rewarding and fulfilling?**

◆ As chair of DLA Piper's product liability and mass torts group, I have been fortunate to participate in many programmes internally and externally that I would be proud to share. One is our firm's recent Product Liability Symposium, sponsored by the diversity and inclusion committee of the product liability and mass torts group. This programme showcased several diverse, talented associates and partners in our group. It also included a discussion of diversity and inclusion initiatives among several clients. Another programme is a series we call 'client conversations', which includes a Q&A with in-house counsel from key clients every quarter. This allows everyone in our group to get to know our clients better, so that we can

**CHRISTOPHER G. CAMPBELL**

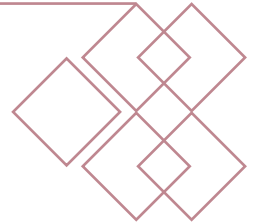
DLA Piper LLP (US)



better serve their needs. Lastly, I would highlight our end-of-year awards ceremony, where we acknowledge those partners, associates and staff members who have made important contributions to the group.

**Reflecting on your area of expertise, how do you see this sphere of the market shaping up over the coming months? Are any exciting trends or developments on the horizon?**

◆ I have handled product liability and class action matters on six continents. I say this to highlight the growing trend of global mass torts, product liability and class action litigation. In the old days, a large US mass tort might be followed by similar claims in Canada and occasionally Australia. Now, we are routinely seeing follow-on claims in those countries, as well as throughout Europe, South America, and occasionally in Asia and Africa. In 2020, the European Union (EU) issued a Directive on Representative Actions. While not yet fully implemented, this directive has already led to a significant increase in class-action style claims by consumers across Europe. DLA Piper has been at the forefront of defending those cases. For example, I represent a global life sciences company in product liability cases involving thousands of plaintiffs across four continents. ■



**“IN 2020, THE EUROPEAN UNION (EU) ISSUED A DIRECTIVE ON REPRESENTATIVE ACTIONS. WHILE NOT YET FULLY IMPLEMENTED, THIS DIRECTIVE HAS ALREADY LED TO A SIGNIFICANT INCREASE IN CLASS-ACTION STYLE CLAIMS BY CONSUMERS ACROSS EUROPE.”**



## CHRISTOPHER G. CAMPBELL

DLA Piper LLP (US)



### REPRESENTATIVE ENGAGEMENTS

- ◆ Global strategic and coordinating counsel for global life sciences company in product liability and class action litigation involving a contraceptive medical device, in which the company has successfully defended every case decided to date.
- ◆ National counsel for global life sciences company, global equipment manufacturer, global automotive company and global retailer on environmental and toxic tort product liability litigation throughout the US.
- ◆ National trial counsel for global tyre and technology company for product liability matters throughout the US.
- ◆ Counsel for global life sciences company in nationwide class action litigation involving a contraceptive product.
- ◆ Counsel for technology company in nationwide class action litigation related to data security.
- ◆ Global counsel to life sciences company in mass tort and class action litigation in the US, Canada, Australia and Europe involving smoking cessation medication.
- ◆ Global counsel to life sciences company in product liability claims related to the company's worldwide clinical trials.

