



# *Curriculum Vitae*

## **Barry Zalma**



Law Office of

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### *Attorney*

Barry Zalma limits his law practice to insurance coverage, insurance fraud detection, the defeat of false and fraudulent claims, insurance claims handling, and the resolution of insurance disputes as a lawyer, mediator or arbitrator. He also serves as an expert witness and consultant for both insurers and policyholders on issues of insurance coverage, insurance claims handling, insurance fraud and the tort of bad faith as Zalma Insurance Consultants.

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### *Academic Background*

1960-1963:	Claremont Men's College, Claremont, CA, A.B. Degree, Philosophy.
1963:	Attended Claremont Graduate School, Masters Program in philosophy.
1964:	Completed U.S. Army Intelligence School, Fort Holabird, MD and appointed Special Agent.
1967:	Fireman's Fund American Insurance Companies 780 Claims Training Program.
1967-1971:	University of West Los Angeles, College of Law, J.D. Degree.
1971-Present:	Multiple Continuing Education of the Bar, Rutter Group, ABA, ClaimSchool, Inc., ACFE and other professional development seminars.

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### *Work Experience*

1964-1967:	Special Agent, Special-Agent-In-Charge, U.S. Army Intelligence Corps (USAIC), St. Louis, MO & Peoria, IL.
1967-1972:	Claims Representative & Senior Claims Representative, Fireman's Fund American Insurance Companies, Los Angeles, CA.
1972-1974:	Associate Attorney, Vinnedge, Lance & Glenn, Ontario, CA.

1974-1976:	Associate Attorney, Long & Levit, Los Angeles.
1976-1979:	Associate Attorney, Revere, Citron & Wallace, Los Angeles.
1979-Present:	Principal Lawyer, Barry Zalma, Inc., Culver City, CA. <sup>1</sup>
1990-Present:	Concurrently with his law practice, Mr. Zalma is President of ClaimSchool, Inc. which publishes insurance books and periodicals and provides education and training to Insurance Claims Professionals, Agents, Brokers and Lawyers.
2003 - Present:	Concurrently with his law practice Mr. Zalma formed and is the principal consultant of Zalma Insurance Consultants, a service of Barry Zalma, Inc.

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## ***Professional Experience***

Mr. Zalma learned investigation techniques from the United States Army Intelligence Corps and applied that training and experience to his work as a claims representative for the Fireman's Fund American Insurance Companies where he served for five years (while attending law school at night) as a first-party and third-party field claims representative, with emphasis on first-party property claims and major third party liability claims.

Mr. Zalma's law career involved serving primarily as an attorney representing first and third party insurers faced with coverage problems and suspected fraud. He has taken hundreds of depositions and examinations under oath and has testified, both as a percipient and expert witness, more than 50 times.

Mr. Zalma litigated insurance coverage issues until October, 1992 when he announced his intention to limit his practice to insurance coverage advice and counsel and insurance fraud detection for the insurance industry and those involved in the business of insurance. He now refuses to accept any litigation cases as trial counsel so he can be readily available for almost instantaneous insurance coverage advice and counsel to his clients. He became a sole practitioner in 1997.

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## ***Limitations on Practice***

Mr. Zalma's law practice is limited, almost exclusively, to the representation of persons in the business of insurance faced with insurance coverage disputes, claims handling issues or suspected insurance fraud and when there is no conflict he provides advice and counsel to individuals or businesses who are policyholders faced with issues of insurance coverage or claims handling.

He also serves as umpire in first party property claims where the insured and insurer cannot agree on the amount of the loss. Mr. Zalma is available to serve as a mediator or arbitrator with regard to disputes concerning insurance coverage, claims, claims handling and bodily injuries.

His interests center on all types of insurance coverage matters with emphasis on first-party property insurance, third party liability coverages, all inland marine coverages and claims handling with regard to all types of insurance.

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<sup>1</sup> Barry Zalma, Inc. is a California Professional Law Corporation that has operated under various different names to honor employees of the firm, but always under the same ownership.

## ***Other Services***

Mr. Zalma serves as a consultant for Zalma Insurance Consultants, lectures for ClaimSchool, Inc. and many insurance industry groups on insurance topics with an emphasis on insurance fraud, investigation, investigation techniques, interviewing, claims handling, ethical claims handling and insurance coverage matters.

Mr. Zalma served as a Superior Court Arbitrator for the Los Angeles Superior Court and has acted as Judge Pro-Tem for the Culver City Court.

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## ***Recent Speaking Engagements***

See Schedule of Speaking Engagements.

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## ***Organizations & Awards***

Mr. Zalma is a Certified Fraud Examiner and life member of the Association of Certified Fraud Examiners. He serves on the faculty of the Virtual University of the Insurance Agents and Brokers of America, and the Forensic Expert Witness Association. Barry Zalma is an Expert Commentator for the International Risk Management Institute (“IRMI”) that publishes his commentaries at <http://www.irmi.com> and the LexisNexis Insurance Law Center.

Mr. Zalma was a Director and Secretary Treasurer of the Los Angeles Chapter of the Forensic Expert Witnesses Association (<http://www.forensic.org>). He also served as a director of the Southern California Fraud Investigators Association and was the editor of its Newsletter for more than five years. He is also a member of the California Conference of Arson Investigators, the International Association of Arson Investigators and the Society of Insurance Trainers and Educators, among others.

He is a member of the ABA, Tort & Insurance Practice Section and its Property and Coverage Committees, the Association of Southern California Defense Counsel and the Defense Research Institute.

Mr. Zalma also holds the designation Fraud Claim Law Specialist awarded by the American Educational Institute, Inc.

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## ***Publications***

See schedule of Publications.

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## ***Representative Clients***

Provided upon request.

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