



Rodney A. Max Principal

Upchurch Watson White & Max Mediation Group



Rodney A. Max has led more than 5,000 mediations arising from more than 12,000 cases involving class and mass actions, catastrophic injury, death and property loss resulting from alleged negligence, products liability, fraud, breach of contract, wrongful death, property loss and insurance coverage issues. He has practiced law since 1975 and remains licensed in Florida and Alabama. As a litigator, he represented plaintiffs and defendants in complex commercial disputes seeking breach of contract, fraud, commercial products liability, lender liability, mass and class actions and other statutory remedies.

As a full-time mediator since 1992, he has been a pioneer in the field, having created the mediation rules of the state of Alabama and having served as president of the American College of Civil Trial Mediators. His mediations in 35 states, plus Washington, D.C., and Puerto Rico, have built his national reputation in a very broad range of cases.

He has mediated significant federal and state class and mass actions in numerous areas involving consumer products, services and statutory remedies. The mass- and class-action cases concerned insurance, pharmaceuticals, transportation, and environmental, computer, cell phone, and other technological issues (TCPA, FCRA, DPPA).

He is a noted speaker on mediation and alternative dispute resolution topics for national and state bar associations and sections – on both sides of the trial aisle – as well as neutral organizations throughout the country.

Mr. Max's writing has been published in numerous professional journals, and the articles are now hosted by the firm website.

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, National Association of Securities Dealers Regulation, Inc.

Memberships, Professional and Civic Associations

- Distinguished Fellow and Past-President ~ American College of Civil Trial Mediators
- Super Lawyers, 2008-2014 ~ 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 associations.

Areas of Mediation Practice (alphabetically)

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

Contact Information

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

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Office Locations:

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