

Colvin Norwood, Jr.



of counsel

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education

Tulane University Law School (J.D., 1972)

- *Omicron Delta Kappa, Moot Court Board*

Tulane University (B.S., Physics, 1969)

admissions

Louisiana

U.S. Supreme Court

honors

- *Martindale-Hubbell™ AV Preeminent® Peer Review Rated Lawyer*
- *The Best Lawyers in America®* (Personal Injury Litigation – Defendants, Product Liability Litigation – Defendants), 1995–present
- New Orleans Product Liability Litigation – Defendants “Lawyer of the Year,” *The Best Lawyers in America®*, 2012
- New Orleans Product Liability Litigation “Lawyer of the Year,” *The Best Lawyers in America®*, 2011
- *Chambers USA*, National Products Liability & Mass Torts and National Products Liability: Automotive

I work to communicate in a way that enables my client to understand what they need to know about a case, while at the same time speaking as directly as I can to their goals. Before I send the email or make the phone call, I put myself in their position. What does an in-house lawyer need and want? I work to give them the answers they need in order to best serve their client – the head of a business unit or the CEO.

Colvin “Woody” Norwood is a nationally recognized trial lawyer whose practice focuses on defense of products liability litigation. He has represented Fortune 100 clients as lead counsel in jury cases throughout the United States. Joining cutting-edge presentation technology with plain language, he explains complex concepts to jurors and judges in a way that ensures understanding and optimizes the probability of a successful result.

Woody has tried more than 100 cases to a jury verdict in 15 states. His cases have involved heavy equipment, electrical generation and transmission systems, industrial plant design,

- Litigation Counsel of America, Senior Fellow
- *Louisiana Super Lawyers* (Business Litigation, Personal Injury Defense: Products Liability), 2007–2024
- *Louisiana Super Lawyers* “Top 50: New Orleans Super Lawyers,” 2013, 2018
- *Louisiana Super Lawyers* “Top 50: Louisiana Super Lawyers,” 2009–2012
- “Top Lawyer: Product Liability Litigation,” *New Orleans Magazine*, 2016

helicopter accidents, automotive design, medical devices, marine propulsion systems, heavy truck design, and electronic control systems.

Drawing on his deep experience in products liability litigation, Woody also advises manufacturers on the litigation and regulatory risks associated with product design changes.

affiliations

Professional

- American Bar Association
- American Bar Foundation, Fellow
- American College of Trial Lawyers, Fellow
- Defense Research Institute
- International Association of Defense Counsel
- Louisiana Association of Defense Counsel
- Louisiana Bar Foundation, Lifetime Fellow
- Louisiana State Bar Association
- Louisiana Supreme Court Historical Society, Former Board Member
- New Orleans Association of Defense Counsel
- The New Orleans Bar Association, Former Board Member
- New Orleans Pro Bono Project, Former Board Member
- Product Liability Advisory Council, Member
- Tulane University School of Law, Former Member, Dean’s Council

Community

- Xavier University of Louisiana, Former Chairman Board of Trustees and Member of Board of Visitors