



Related Services

Advanced Technologies
Business and Commercial
Class Actions
Product Liability
Securities / Finance

Education

University of Michigan
Law School, J.D., *cum laude*,
1984

Wayne State University, B.A.,
magna cum laude, 1981

Court Admissions

United States Court of Appeals
for the Sixth Circuit

United States District Court for
the Eastern District of Michigan

United States District Court for
the Western District of
Michigan

Michigan Supreme Court

Cheryl A. Bush *Retired Founding Member*

Cheryl A. Bush has extensive first-chair trial experience and has obtained exceptionally positive results for her clients, including Fortune 500 companies, by winning 96% of her jury trials. She served as National Counsel for a major automotive manufacturer, handling catastrophic air bag trials and coordinating discovery throughout the country. Her cases, which have spanned 30 states, often involved high-level nationwide media exposure.

Cheryl teaches regularly on trial advocacy, particularly in the area of automotive product liability. She is a Fellow in both the American College of Trial Lawyers and the International Society of Barristers. Cheryl retired at the end of 2023 after a distinguished career spanning nearly 40 years of exceptional legal service.

Representative Matters

- Won summary disposition in a multi-million dollar employment suit brought by an executive of a major automotive manufacturer and then successfully defended the win on appeal.
- Secured settlement shortly before trial for pharmaceutical manufacturer.
- Obtained numerous favorable settlements in high-exposure product liability actions across the country against a major automotive manufacturer, including cases involving alleged traumatic brain injury, paraplegia, and other serious alleged injuries.
- Represented Hyundai in wrongful death action and secured favorable settlement through strategic motions in limine.
- Obtained no cause following one-week jury trial in case involving negligence allegations related to the death of a truck driver.
- Obtained no cause following two-week jury trial in product-liability action relating to severe upper body injuries suffered in high-speed crash.
- Obtained no cause following three-week jury trial in product liability action arising from accident in which eight-year-old was rendered a ventilator-dependent quadriplegic.
- Obtained no cause following two-week trial involving closed head injuries and broken bones sustained teacher in accident in which vehicle went over a cliff.
- Obtained no cause in highly publicized four-week trial involving seven-year-old child purportedly killed by passenger airbag in a 1995 minivan.
- Obtained no cause following one-week trial in which a 17-year-old attempted to pass another car on a two-lane road.

Professional Activities

American College of Trial Lawyers, *Michigan Vice Chair (2015-2016)*,

Member of Jury Committee (2016-2021), Regent (2021-2025)

American Board of Trial Advocates, *Senior Life Fellow*

American Bar Association, *Member*

American Bar Foundation, *Fellow*

Attorney Grievance Commission, *Commissioner*

Federal Bar Association for the Eastern District of Michigan, Diversity
Committee, *Member and Sustaining Member*

Institute of Continuing Legal Education, *Lecturer*

Lawyers for Civil Justice, *Discovery Committee, Associate Member*

Leading Lawyers, *Member (2014-2023), Advisory Board Member (2018-2023)*

National Association of Minority and Women Owned Law Firms, *Member*
(2009-2022)

National Association of Women Business Owners, *Member*

Product Liability Advisory Council, *Previous Vice Chair, Former Member*

The Trial Network, *Member of Board of Directors*

Troy Downtown Development Authority, *Former Member*



Cheryl A. Bush *Retired Founding Member (cont.)*

Women's Business Enterprise National Council, *Member* (2009-2022)
Women Lawyers Association of Michigan, *Sustaining Member*

Honors & Awards

Product Liability Advisory Council, *Distinguished Service Award* (2023)
Benchmark Litigation, *Litigation Star* (2015, 2020 & 2022)
Best Lawyers® Lawyer of the Year, *Bet-the-Company Litigation* (Troy, MI: 2022)
State Bar of Michigan Pro Bono Honor Roll, *Tier 2 – 50-99 hours* (2021)
Leading Lawyers, *Number One Leading Woman Lawyer in Michigan* (2020)
Leading Lawyers, *Number One Leading Woman Business Lawyer in Michigan* (2020)
Leading Lawyers, *Top 100 Leading Lawyer in Michigan* (2020)
Leading Lawyers, *Top 100 Leading Women Lawyer in Michigan* (2020)
Leading Lawyers, *Top 100 Leading Business Lawyer in Michigan* (2020)
Michigan Lawyers Weekly, *Hall of Fame* (2019)
Women Business Michigan Super Lawyers Top 25 (2018)
Crain's Detroit Notable Women Lawyers in Michigan (2017)
Corp! Diversity Business Leader (2017)
America's Top 100 Attorneys® (2017)
America's Top 100 High Stakes Litigators® for Michigan (2017)
Leon Hubbard Community Service Award (2015)
Michigan Lawyers Weekly, *Women in the Law* (2014)
Inclusion in *The Best Lawyers in America*®: Commercial Litigation and Product Liability Litigation – Defendants (2012 – present), *Bet-the-Company Litigation* (2021 – present)
Michigan Super Lawyers (2011-present)
U.S. News Best Lawyers ® (2010-present)
DBusiness Top Lawyers (2008-present)
Michigan Lawyers Weekly, *Leader in the Law* (2010)
National Association of Women Business Owners, *Breakthrough Award*
AV Peer Review Rating from Martindale-Hubble

Publications & Presentations

- “Combating Plaintiff Reptilian Tactics in Complex Litigation: Discovery, Voir Dire, Direct and Cross-Examination,” presented on behalf of Strafford Webinars (July 2021)
- “Managing Jurors in Catastrophic Personal Injury Trials: Voir Dire, Jury Selection, and Countering Sympathy,” presented on behalf of Strafford Webinars (May 2021)
- “Mastering Virtual Advocacy Series,” American Board of Trial Advocates, *Faculty Member* (April 2021)
- “Personal Injury Damages: Limiting the Risk of Inflated Verdicts,” presented on behalf of Strafford Webinars (October 2020)
- “The Nuclear Verdict Combat Playbook” presented to the National Association of Minority and Women Owned Law Firms Annual Meeting (2020)
- “Cracking the Code – Risk Mitigation & Litigation Considerations for the Smart Product” The Network of Trial Law Firms, *Moderator* (November 2019)
- “Win or Lose – How Well Did Your Company Witness Do in Deposition” presented to The Network of Trial Law Firms (April 2019)
- “Managing Jurors in Catastrophic Personal Injury Claims: Voir Dire, Jury Selection and Countering Sympathy,” presented on behalf of Strafford Webinars (December 2018)
- “Don't You Worry 'Bout a Thing: Crisis Management and Providing the Support Your Client Needs,” presented to the Network of Trial Law Firms (October 2018)

Cheryl A. Bush *Retired Founding Member (cont.)*

- “Putting a Face on the Company in Litigation: Successful Strategies for Maneuvering the Minefield of Employee Depositions” presented to the National Association of Minority and Women Owned Law Firms Trials PAC Webinar (July 2018)
- “The Top Ten Ways In-House Counsel Can Reduce the Risk in Trial” presented to the National Association of Minority and Women Owned Law Firms Business Meeting (2018)
- “Win at Company Witness Depositions” presented to the Network of Trial Law Firms (August 2017)
- “Mass and Class: Practical Realities in Complex Litigation,” presented to DRI Corporate Counsel Roundtable (2017)
- “Challenging Experts? Tactics for Mastering Expert Examinations” presented to the National Association of Minority and Women Owned Law Firms Business Meeting (2016)
- “Dare to be Different: A Case Study on Interactive and Off the Beaten Path CLE Sessions,” presented to the National Association of Minority and Women Owned Law Firms Business Meeting (2016)
- “Internal Investigations and Corporate Compliance: Lessons Learned,” presented to DRI Corporate Counsel Roundtable (2016)
- “To Kill or Not To Kill The Trial Lawyer,” presented to the National Association of Minority and Women Owned Law Firms Annual Meeting (2015)
- “Litigation in the Technology World,” presented to the National Association of Minority and Women Owned Law Firms Annual Meeting (2010)
- “Trial Strategies: Humanizing the Corporate Defendant,” *In-House Defense Quarterly*
- “So, They Want to Take Your Client's Deposition...,” *Michigan Lawyers Weekly*
- “Ethical Issues Associated with Cost Cutting,” presented to the Product Liability Advisory Council Annual Meeting (2009)

Community & Pro-Bono Involvement

Cheryl assists in all aspects of the firm's pro-bono efforts.

Personal

Before co-founding BSP in 2003, Cheryl was an equity partner at Dykema Gossett and then Feeney Kellett Wiener & Bush. She graduated from the University of Michigan Law School, *cum laude*, in 1984.