



Lauran Schultz

Vice President, Epiq

Executive Director, Hilsoft Notifications



Lauran Schultz is a vice president of Epiq and the executive director of Hilsoft Notifications. Mr. Schultz consults extensively with clients on notice adequacy and innovative programs that are both efficient and effective. He and his team develop comprehensive, fully-integrated notification efforts which include situational analysis, plan design, drafting, and opinions of adequacy.

PROFESSIONAL EXPERIENCE

Mr. Schultz has more than 10 years of experience working in financial services marketing and advertising which spans retail banking, small business banking, mortgage origination, mortgage servicing, payment cards and fixed income products. He has supervised numerous civil and regulatory settlements involving some of the nation's largest financial institutions including Wells Fargo, Bank of America, PNC Bank, TransUnion, Fidelity National Information Services, Visa and MasterCard. He also utilizes his expertise to draft plain language notices and designs administration systems for multistage and multiparty redress programs.

In 2013, a notification program was substantially completed for the \$7.2 billion Payment Card settlement related to merchant fees. The program included mailing more than 20 million notices and a combined print and digital media effort across hundreds of business, financial and mainstream outlets. The notice was provided in English, Spanish, Chinese, Japanese, Korean, Vietnamese, Thai and Russian.

In 2012, a multimedia notice effort for the \$7.8 billion BP Deepwater Horizon settlements was granted final approval. This significant media effort included print, digital, television and radio. An estimated 95% of Gulf Coast region adults and more than 80% of adults nationwide were notified.

In 2010, Mr. Schultz worked on design of notification and administration programs for the first two significant checking account overdraft settlements involving Fifth Third and PNC Bank. Since then, there have been more than 20 settlements with similar claims in federal and state courts.

CONTACT INFORMATION

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From 2007 to 2011, Lauran worked on the development of Rule 23 notification programs related to some of the largest U.S. data breaches including Bank of America, Fidelity National Information Services, TJX and the U.S. Department of Veterans Affairs.

Prior to joining Epiq in 2005, Mr. Schultz was a senior vice president of marketing at National City Bank.

COMPLEX REDRESS PROGRAMS

Mr. Schultz has supervised numerous civil and regulatory settlements involving some of the nation's largest financial institutions utilizing his extensive experience working in financial services marketing.

- *EverBank/Office of the Comptroller of the Currency Settlement (2013)* – An independent foreclosure review settlement with a complex administration program spanning 19 compensation categories.
- *Wells Fargo/Department of Justice Settlement (2012)* – Lauran and his team drafted a wide array of borrower-facing documents in plain language for this \$234 million mortgage lending discrimination settlement.
- *Wells Fargo/Federal Reserve Settlement (2011)* – Multiple remedial plans to provide loan modifications, payments and other redress related to mortgages originated at more than 800 loan offices.

Partial list of engagements:

- *In re: Oil Spill by the Oil Rig "Deepwater Horizon" in the Gulf of Mexico, on April 20, 2010*, E.D. La., MDL No. 2179
- *In re Payment Card Interchange Fee and Merchant Discount Antitrust Litigation*, E.D.N.Y., MDL No. 1720
- *United States. v. Wells Fargo Bank* (mortgage), D. DC, No. 1:12-CV-1150
- *In re: Checking Account Overdraft Litigation*, S.D. Fla., MDL No. 2036
- *In re: Trans Union Corp. Privacy Litig.*, N.D. Ill., MDL 1350
- *Dolen v. ABN AMRO Bank N.V.* (fixed income products), Ill. Cir. Ct., 01-L-454/01-L-493
- *Pavlov v. CNA* (insurance), N.D. Ohio, 5:07cv2580
- *In re: Countrywide Customer Data Breach Litig.*, W.D. Ky., MDL 1998
- *In re: Department of Veterans Affairs (VA) Data Theft Litigation*, D. D.C., MDL 1796
- *Little v. Kia Motors America, Inc.* (braking systems), N.J. Super. Ct., UNN-L-0800-01
- *Vereen v. Lowe's Home Centers* (defective drywall), Ga. Super. Ct., SU10-CV-2267B
- *Marolda v. Symantec Corporation* (antivirus software), N.D. Cal., 08-cv-5701
- *In re: Katrina Canal Breaches Consolidated Litig.* (environmental), E.D. La., 05-4182
- *In re: Residential Schools Class Action Litigation* (human rights), Ontario Super. Ct., No. 00-CV-192059

EDUCATION

Mr. Schultz's educational background includes advanced study of political science at the University of Wisconsin-Madison. He has a Ford Foundation fellowship from the Social Science Research Council and American Council of Learned Societies.

SPEAKING EXPERTISE

Mr. Schultz has shared his expertise in these notable speeches:

- "Legal Notice Best Practices: Building a Workable Settlement Structure." CLE International's 7th Annual Class Action Conference, San Francisco, CA, May, 2011.
- "Efficiency and Adequacy Considerations in Class Action Media Notice Programs." Chicago Bar Association, Chicago, IL, 2009.