



Bobby DiCello

Partner

Cleveland

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Overview

Bobby DiCello is a nationally recognized trial lawyer whose work has reshaped how complex cases are tried and won. Known for his command of the courtroom and ability to turn evidence into narrative that resonates with juries, Bobby has earned record verdicts across the country in cases ranging from catastrophic injury and wrongful death to human rights and financial misconduct. His trial results speak for themselves—outcomes that not only secure justice for clients but also set new standards for accountability in modern trial practice.

A former prosecutor who is known today as veteran trial strategist, Bobby has first-chaired catastrophic injury and death cases, civil rights and police misconduct trials, medical malpractice actions, mass tort bellwethers, *qui tam* matters, financial services cases, and complex criminal trials. Among his landmark results is a \$50 million jury verdict for Arnold Black in *Black v. Hicks*—one of the most significant civil rights verdicts for a single plaintiff, challenged up to the U.S. Supreme Court. In addition, Bobby led the trial team that secured a \$20.75 million jury verdict against BNP Paribas for financing genocide in Sudan—a landmark human rights verdict that not only held a global bank liable for enabling atrocities but also opened the door for tens of thousands of survivors to seek billions more in recovery.

Bobby also builds the systems that produce those results. He leads the DiCello Levitt Trial Center, where he and his colleagues apply a research-driven process—rooted in linguistics, literacy, information processing, and cognitive neuroscience—to map how judges and jurors actually make decisions. Through iterative focus groups, mock trials, and real-world presentation testing, the Trial Center uncovers the themes, visuals, and storytelling that move decision-makers. That trial-first approach has helped drive firmwide outcomes totaling more than \$2 billion.



Beyond the courtroom, national media and the legal community turn to Bobby for insight into high-profile trials. ABC News enlisted him for weeks of live analysis during “The Death of George Floyd—Derek Chauvin on Trial,” where he explained strategy, evidence, and juror psychology to audiences in the U.S. and abroad.

Bobby’s work has earned sustained recognition. Public Justice named him Trial Lawyer of the Year for *Black v. Hicks*, and *The National Law Journal* has twice honored him as an “agent of change” in its annual list of Plaintiffs’ Lawyers Trailblazers.

A teacher as much as an advocate, Bobby trains lawyers across the country through the Trial Center and consults on theme development, case framing, motion practice, and courtroom visuals. At every stage of a case, his focus is the same—giving clients back their voices and making the truth impossible to ignore.

Learn more about Bobby and his work at BobbyDiCello.com.

Practice Areas

ANTITRUST AND COMPETITION LITIGATION

CIVIL AND HUMAN RIGHTS LITIGATION

CLASS ACTION LITIGATION

COMMERCIAL LITIGATION

ENVIRONMENTAL LITIGATION

LABOR AND EMPLOYMENT LITIGATION

PERSONAL INJURY

PRODUCT LIABILITY

PUBLIC CLIENT

SECURITIES AND FINANCIAL PRODUCTS LITIGATION

PRIVACY, TECHNOLOGY, AND CYBERSECURITY

WHISTLEBLOWER LITIGATION

Education



Cleveland-Marshall College of Law, J.D.

Northwestern University, M.A.

University of Dayton, B.A.

Representative Matters

Represented a black man subject to a brutal assault by East Cleveland police and confined to a closet in the police station for days. At trial, secured a jury verdict of \$22 million.

Represented plaintiffs in class action litigation over sudden and unintended acceleration in Ford automobiles.

Drafted amicus brief to Ohio Supreme Court on behalf of the Ohio Association for Justice, arguing for the availability of legal remedies for minor victims of sexual abuse.

Awards & Honors

500 Leading Lawyers in America, **Lawdragon** (2026)

Recognized in Medical Malpractice Law – Plaintiffs, **The Best Lawyers in America**® (2026)

Recognized in Personal Injury Litigation – Plaintiffs, **The Best Lawyers in America**® (2026)

Recognized in Civil Rights Law, **The Best Lawyers in America**® (2026)

500 Global Plaintiff Lawyers, **Lawdragon** (2024-2026)

500 Leading Plaintiff Financial Lawyers, **Lawdragon** (2024-2026)

500 Leading Plaintiff Consumer Lawyers, **Lawdragon** (2023-2026)

Ohio Super Lawyers Honoree, **Super Lawyers** (2017-2026)

500 Leading Civil Rights & Plaintiff Employment Lawyers, **Lawdragon** (2023-2025)

Trial Lawyer of the Year, **Public Justice** (2021)

Plaintiffs' Lawyers Trailblazer, **The National Law Journal** (2017, 2020)

*Editor-in-Chief of **The Cleveland State Law Review***

Publications & Presentations



Contributor, “Arguing Class Actions: The Case for Impressionism in Complex Jury Trials,” *The National Law Journal*, March 2026

Season 3, Episode 06, *Serial Podcast*

“How to Find Your Client’s Story,” 360 Advocacy, Power Story Conference (2017)

“Essential Aspects of the Story-in-Trial Approach,” 360 Advocacy, Power Story Conference (2017)

“Story-in-Trial: It’s Not What You Might Expect,” 360 Advocacy, Power Story Conference (2017)

“Why Story-in-Trial Works With and Empowers Who You Are and What You’re Doing Right Now,” 360 Advocacy, Power Story Conference (2017)

Admissions & Memberships

Bar Admissions

Ohio

Court Admissions

U.S. Supreme Court

U.S. Court of Appeals, Sixth Circuit

U.S. District Court, Northern District of Ohio

U.S. District Court, Western District of Pennsylvania

Memberships

Law360 Editorial Advisory Board Member (2024, 2026)

National Police Accountability Project

Ohio Association for Justice

American Association for Justice

Trial Lawyers’ College (2013)