



- Ending racial discrimination in America's advertising industry -

## **Bio, Cyrus Mehri:**

**Cyrus Mehri** is a founding partner of the law firm Mehri & Skalet, PLLC. M&S litigates cases involving discrimination, civil and consumer rights violations and corporate, fraud on the government and corporate abuse. Mr. Mehri has served as co-lead class counsel in some of the largest and most significant race and gender cases in history: *Roberts v. Texaco, Inc.*, (\$176 million, 1997); *Ingram v. The Coca-Cola Company* (\$192 million, 2001); *Robinson v. Ford Motor Company* (279 Apprentice Positions and \$10 million, 2005); *August-Johnson v. Morgan Stanley* (\$47 million, 2007); *Amachoev v. Smith Barney* (\$34 million, 2008).

The hallmark of each of those settlements is innovative programmatic relief.

In 2004, Mr. Mehri announced a new project with the National Council of Women's Organizations called "Women on Wall Street," which focuses on gender discrimination in financial institutions. In 2002, Mr. Mehri released a seminal report on the National Football League's record on hiring minority coaches, which resulted in the adoption of a comprehensive diversity plan by the League and a record number of African American head coaches and front office executives.