

MARC H. LAMBER

Pronouns: he/him

Director

[Plaintiff Personal Injury](https://www.fennemorelaw.com/services/plaintiffs-personal-injury/)

[Phoenix](https://www.fennemorelaw.com/contact-us/phoenix/)

P: 602.916.5332

F: 602.916.5532

[mlamber@fennemorelaw.com](mailto:mlamber@fennemorelaw.com)

“

Never, never, never give up.

-Winston Churchill

**MARC H. LAMBER**

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Marc focuses his practice on plaintiffs’ catastrophic injury and wrongful death litigation. He formed the [plaintiff personal injury](https://lambergoodnow.com/) practice at Fennemore and has built it into the strong and innovative practice it is today.

Marc chose personal injury law after spending several years as a defense attorney. He wanted the opportunity to work on a more personal level with clients, and saw personal injury law as the best outlet. Marc has represented thousands of accident victims and their families, resulting in hundreds of successful jury trials, arbitrations, mediations and settlements. He has not only recovered tens of millions of dollars for his clients, he also has proudly forged bonds with them and their families that he expects to endure a lifetime.

Marc is frequently featured on national, regional and local media for comment on legal issues and other current affairs. Marc has been featured on the cover of *AZ Business Magazine* as one of The Top 100 Lawyers in Arizona and highlighted by *Newsweek* as one of the “20 Leaders Plaintiffs’ Trial Lawyers.” Marc has appeared on CNN, [Good Morning America](https://vimeo.com/106224539/ed1f9d66dc), [Today](http://www.today.com/parents/kids-slain-gun-instructor-girl-9-who-shot-their-dad-1D80143746?cid=sm_t_main_1_20140912_31501106), Fox News, CBS News, [Apple.com](http://legalcommentator.com/pdf/apple-ipad-in-business-profiles-fennemore-craig.pdf), *USA Today*, and [*Above the Law*](http://abovethelaw.com/2015/10/todays-tech-how-biglaw-litigators-use-3d-printing/#disqus_thread)*.* Marc belongs to several [Chamber of](https://carefreecavecreek.org/directory-business/listing/lamber-goodnow-injury-lawyers/) [Commerce](https://carefreecavecreek.org/directory-business/listing/lamber-goodnow-injury-lawyers/) organizations.

When not working, Marc spends his time with his wife and sons.

## EDUCATION

J.D. New York University School of Law

B.A., *cum laude*, General Studies (Biology, Chemistry and Spanish) University of Arizona

**AREAS OF PRACTICE**

# OTHER EXPERIENCE

Business and Personal Injury Torts Commercial Law

Litigation

[Motorcycle Accidents](https://lambergoodnow.com/phoenix/motorcycle-accident-lawyer/)

[Truck and Tractor-Trailer Accidents](https://lambergoodnow.com/phoenix/truck-accident-lawyer/) [Wrongful Death Matters](https://lambergoodnow.com/phoenix/wrongful-death-lawyer/)

Plaintiff Personal Injury Business Litigation Professional Liability

## AWARDS AND HONORS

*Best Lawyers in America®,* Personal Injury Litigation, 2012-2022 and 2024

*Southwest Super Lawyers®,* 2012-2021

AZ Business Leaders 2020, *AZ Business Magazine,* 2020 AZ Business Leader 2019, *AZ Business Magazine*, 2019 2015 Top Lawyers in Arizona, *AZ Business Magazine*

Top Valley Lawyers – Personal Injury, *North Valley Magazine,* 2013

*Benchmark: Plaintiffs*, Local Litigation Star, 2012-2013

Selected for *Madison Who’s Who Among Executives and Professionals*

One of 20 Leaders Plaintiffs’ Trial Network, *Newsweek*

12 of America’s Techiest Lawyers, *American Bar Journal*

AV® Preeminent™ Peer Review Rated (the highest rating available), by Martindale-Hubbell

## ARTICLES AND PRESENTATIONS

Author, “[Arizona lawmakers are creating a dangerous double standard with military tobacco](https://www.yahoo.com/news/arizona-lawmakers-creating-dangerous-double-204607098.html?guccounter=1) [exemption](https://www.yahoo.com/news/arizona-lawmakers-creating-dangerous-double-204607098.html?guccounter=1),” Arizona Mirror, June 9, 2025

Author, “[Senate Bill 1247 fails our youngest members of the military](https://azcapitoltimes.com/news/2025/06/06/senate-bill-1247-fails-our-youngest-members-of-the-military/),” AZ Capitol Times, June 6, 2025

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Author, “[Why modifying Arizona’s ‘keep right’ law will save lives](https://azbigmedia.com/business/why-modifying-arizonas-keep-right-law-will-save-lives/),” AZ Big Media, February 26, 2025

Author, “[Waymo’s Austin Rollout: Could this be the end of car accidents?](https://www.fennemorelaw.com/waymos-austin-rollout-could-this-be-the-end-of-car-accidents/),” Fennemore Blog, January 28, 2025

Author, “Health & Safety: New federal rules requiring rear passenger seatbelt warnings have no teeth,” Arizona Daily Star, January 6, 2025

Author, “[Phoenix City Council takes steps to increase traffic safety](https://azcapitoltimes.com/news/2024/11/06/phoenix-city-council-takes-steps-to-increase-traffic-safety/),” Arizona Capitol Times, November 6, 2024

Author, “[Cars are spying on their owners – how to stay protected](https://azcapitoltimes.com/news/2024/08/29/cars-are-spying-on-their-owners-how-to-stay-protected/),” Arizona Capitol Times, August 29, 2024

Author, “[What you need to know about Arizona’s new off-highway vehicle law](https://azbigmedia.com/business/what-you-need-to-know-about-arizonas-new-off-highway-vehicle-law/),” AZ Big Media, July 7, 2024

Author, “[Arizona may soon be a launchpad for flying cars — and a pioneer for regulating](https://www.bizjournals.com/phoenix/news/2024/04/01/arizona-flying-cars-launchpad-regulator.html) [them](https://www.bizjournals.com/phoenix/news/2024/04/01/arizona-flying-cars-launchpad-regulator.html),” Phoenix Business Journal, April 1, 2024

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Author, “[Smart step toward ending boating tragedies](https://azcapitoltimes.com/news/2024/02/11/smart-step-toward-ending-boating-tragedies/),” Arizona Capitol Times, February 11, 2024

Author, “Let’s get behind Tempe’s Operation Slow Down,” Daily Independent, January 19, 2024

Author, “Staying alert, knowing the law and saving lives at Lake Pleasant,” Arizona Digital Free Press, August 2, 2023

Featuring, “5 ways Chat GPT could revolutionize the law profession,” AZ Big Media, August 2, 2023

Author, “Keep your teen safe and alive on Arizona roads this July 4,” AZ Big Media, July 3, 2023

Featuring, “Drivers warned of automatic admission of guilt that means running a red light will cost more than a fine,” The U.S. Sun, July 25, 2023

Author, “A meaningful change to Arizona’s traffic laws that could save lives,” Queen Creek Sun Times, April 23, 2023

Author, “If you indulge with cannabis don’t get behind the wheel afterward,” Arizona Digital Free Press, April 20, 2023

Author, “Arizona could become transportation utopia with self-driving cars, but we’re not there yet,” Queen Creek Sun Times, March 26, 2023

Author, “Meaningful change to Arizona’s traffic laws could save lives,” Arizona Capitol Times, March 24, 2023

Featuring, “New state withholding forms for 2023, IRS guidance shifts on 1099Ks for solopreneurs,” City Sun Times, March 12, 2023

Featuring, “Running a red light in Arizona will cost you more than a fine,” Arizona 15, March 10, 2023

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Author, “Can “Quiet Quitters” Be Fired? Yes, But Be Careful!” inBusiness, October 1, 2022

Author, “Here’s how self-driving cars put Arizona traffic laws to the test,” AZ Big Media, September 30, 2022

Featuring, “Pandemic contributes to “quiet quitting” as workers seek work/life balance,” KOLD, September 28, 2022

Author, “Local illustrations of a burgeoning high-tech marketplace in the Phoenix metropolitan area,” Arizona Digital Free Press, September 16, 2022

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Author, “Take steps to stay safe, prevent drowning this summer,” Queen Creek Independent, May 2, 2022

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Quoted, “As summer heat continues, drowning deaths in Arizona are on the rise,” FOX 10, August 22, 2021

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Quoted, “Are private businesses liable for unmasked, unvaccinated customers?,” *AZ Big Media*, May 25, 2021

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Quoted, “Liability waivers becoming commonplace as businesses anticipate COVID-19 lawsuits,” ABC 15, May 19, 2020

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[May 12, 2020](http://www.tucsonsentinel.com/opinion/report/051220_cv_lawsuits_op/flurry-covid-19-lawsuits-may-way-as-arizona-reopens/)

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[Co-author, “If a business can’t survive because of COVID-19, is there a way out?”](http://www.tucsonsentinel.com/opinion/report/050520_cv_biz_op/if-business-cant-survive-covid-19-there-way-out/) [*Tucson*](http://www.tucsonsentinel.com/opinion/report/050520_cv_biz_op/if-business-cant-survive-covid-19-there-way-out/)[*Sentinel,*](http://www.tucsonsentinel.com/opinion/report/050520_cv_biz_op/if-business-cant-survive-covid-19-there-way-out/)[May 5, 2020](http://www.tucsonsentinel.com/opinion/report/050520_cv_biz_op/if-business-cant-survive-covid-19-there-way-out/)

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Quoted, “Contract Clause Could Cancel Obligations During COVID-19 Pandemic,” KTAR News, March 23, 2020

Quoted, “Study: Texting While Walking Increases Chance for Accidents,” ABC-15 Arizona, February 17, 2020

Quoted, “E-Biz Players Pinning Hopes on 3rd Circ. Amazon Ruling,” *Law360*, February 14, 2020

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February 12, 2020

Interview, “Super Bowl Party? Know Your State’s Social-Host Liability Laws,” *Newsmax,* January 31, 2020

Quoted, “If You Host a New Year’s Eve Party, What Are You Liable For?” 12 News, December 30, 2019

Author, “9th Circuit Puts Facebook’s Facial Recognition Tech Under Privacy Microscope,”

*Tucson Sentinel,* September 22, 2019

Interview, “Operation Safe Roads: Do Stiffer Traffic Citation Fines Lead to Safer Roads?” ABC 15 Arizona, September 6, 2019

Quoted, “14 Rude Driving Habits You Need to Stop ASAP,” *Reader’s Digest*, September 2019

Interview, “Operation Safe Roads: Driver’s Rights After Construction Zone Damage,” ABC 15 Arizona, July 18, 2019

Interview, “10 Ways AI Could Disrupt Every Facet of the Legal Industry,” *AZ Big Media*, July 11, 2019

[Interview, “CAN’T BLOCK: President Trump Told He CAN’T Block Critics on Twitter,” Fox 10](https://www.youtube.com/watch?reload=9&v=1kQrnC2fa_0) [Phoenix, July 10, 2019](https://www.youtube.com/watch?reload=9&v=1kQrnC2fa_0)

Quoted, “Native American Student Plans to Wear Cap Adorned With Sacred Eagle Feather Despite District’s Threat to Confiscate,” 12 News, May 15, 2019

Interview, “Woman Urges Caution on E-Scooters Following Accident,” Fox 10, May 7, 2019 Interview, “Banning Cellphones While Driving: What You Need to Know,” April 19, 2019

Interview, “Driving High on 4/20 Might Kill Your Buzz,” 12 News, April 19, 2019

Interview, “The Psychology Behind Society’s True Crime Obsession,” Rasmussen College, April 8, 2019

Quoted, “EV Mayors Warn of Regional Texting Ban,” *East Valley Tribune*, March 10, 2019

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[Interview, “Liability Issues at Phoenix’s Sky Harbor International Airport,” Fox 10, September 17,](https://vimeo.com/fennemorecraig/review/290929189/dbcf7a6377) [2018](https://vimeo.com/fennemorecraig/review/290929189/dbcf7a6377)

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Interview, “Lawyer 2.0: Marc Lamber is at the Forefront of Where Technology and Traditional Law Merge,” *North Valley Magazine*, June 4, 2018

Interview, “Here’s How Social Media Can Get You Into Trouble,” *Arizona Business Magazine*, May 24, 2018

[Interview, “Uber Stops Self-Driving Program in AZ,” ABC 15, May 18, 2018](https://vimeo.com/fennemorecraig/review/271713483/cdff833117)

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[Interview, “Punishment for Starting Wildfires,” ABC 15, May 14, 2018](https://vimeo.com/fennemorecraig/review/270145543/6a1ab7b3e8) [Interview, “Car Safety,” Fox 10, May 1, 2018](https://vimeo.com/fennemorecraig/review/267639243/eee169740b)

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Interview, “3 Ways Star Wars and Star Trek Will Transform Business in 2018,” *CSO*, January 4, 2018

## ADMISSIONS

Arizona Colorado Illinois

New York

U.S. District Court, District of Arizona

U.S. Court of Appeals, Ninth Circuit