



Dana G. Bradford II

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Areas of Practice

Trial Practice | Insurance Law | Products Liability Defense | Class Action Defense | Commercial Litigation

Dana G. Bradford II is Senior Trial Counsel in the Litigation Practice of Smith, Gambrell & Russell, LLP.

For more than four decades, Mr. Bradford has devoted his practice exclusively to civil litigation. He has handled and taken to trial a wide variety of cases in both state and federal courts and handled appeals in all of Florida's five appellate District Courts, the Florida Supreme Court, the 5th and 11th U.S. Circuit Courts of Appeals, and the U.S. Supreme Court. Mr. Bradford is currently a member of the practicing bar of all Federal District Courts in Florida, the U.S. Court of Appeals for the Eleventh Circuit and the U.S. Supreme Court. For more than thirty years, the Florida Bar Board of Legal Specialization has recognized Mr. Bradford as a Board Certified Civil Trial Lawyer.

Mr. Bradford's practice is primarily devoted to representation of institutional clients in commercial litigation matters, (including class actions), representation of insurance carriers in litigation relating to coverage disputes and first-party and third-party bad faith claims, and in both self-insured and insured clients in the defense of personal injury and wrongful death claims, with emphasis on products liability. A partial list of products cases in which Mr. Bradford has been involved would include motor vehicles (including buses and recreational vehicles) and component parts; toxic substances (asbestos, tobacco, benzene, and other petrochemicals, PCBs); boats and other water sports products; construction equipment and vehicles, products and building defects; consumer products and appliances (indoor and outdoor); fuel distribution and storage products (fires and explosions); electrical equipment; industrial machinery and tools; ladders and scaffolding; pharmaceuticals; aviation products and components.

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Mr. Bradford is a Fellow of the American College of Trial Lawyers. He is listed in *The Best Lawyers in America*[®] and was named by *Best Lawyers*[®] as 2019 “Lawyer of the Year” in Insurance Defense, 2020 “Lawyer of the Year” in Products Liability Defense, and 2023 “Lawyer of the Year” in Litigation - Insurance. Mr. Bradford has been listed “AV” by Martindale-Hubbell since 1982, has been recognized on the Florida Super Lawyer list in each of the sixteen years (2006-2022) since the publication began, and has been recognized in a number of other publications, including the directory of Florida’s Leading Attorneys, Jacksonville’s Legal Elite, and the Lifetime Achievement Award from America’s Top 100 Attorneys (Florida). He has also had a biography listing in *Who’s Who in America* and *Who’s Who in American Law* for many years.

Mr. Bradford is also a long-time member of the Jacksonville Chapter of the American Board of Trial Advocates (ABOTA), and has, on several occasions, served as a demonstration trial team and faculty member of ABOTA’s “Masters in Trial” educational programs. He has also lectured at the Florida College of Advanced Judicial Studies (the continuing education agency for Florida’s trial judges), and has spoken on many occasions to legal and non-legal organizations on a variety of legal subjects, and has authored articles and contributions to journals, treatises, and continuing legal education materials.

Mr. Bradford has served by appointment from the Florida Supreme Court for five years on the Florida Board of Bar Examiners (including a term as Chairman), and the Florida Supreme Court Select Commission for Study of the Florida Board of Bar Examiners. In 1996, he was selected by the Florida Supreme Court from a large number of applicants statewide to serve on the founding Board of the permanent Florida Supreme Court Commission on Professionalism.

Mr. Bradford has also served The Florida Bar in a number of appointed and elective capacities. His service includes acting as counsel for The Florida Bar in lawyer disciplinary proceedings, and he served three terms (six years) as the elected Board Member of The Florida Bar Young Lawyers Division representing the Fourth Judicial Circuit. While on the Board, Mr. Bradford chaired several committees, and served on the Board’s Executive Committee for a number of years. Mr. Bradford has also served as Chairman of the Florida Bar Committee sponsoring the annual Robert Orseck Moot Court Competition, in which representative teams of outstanding Moot Court students from Florida’s law schools compete. Mr. Bradford’s service to The Florida Bar has included two terms on The Florida Bar Civil Procedure Rules Committee, and he currently serves on The Florida Bar’s Evidence Code and Rules Committee.

Mr. Bradford is a member of the American Bar Association, the Jacksonville Bar Association (Past Chairman, Trial Sections), the Jacksonville Chapter of the Federal Bar Association, the Trial Lawyers Section of the Florida Bar and is a fellow of the American Bar Foundation. He is an Emeritus Master in the Chester Bedell Inn of Court, and a past President of the Jacksonville Association of Defense Counsel.

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Mr. Bradford earned his B.A. degree in 1970 from the University of Florida and his J.D. degree in 1973 from Duke University. He was admitted to The Florida Bar in 1973.

Mr. Bradford is an alumnus of Leadership Jacksonville (Class of 1982), and has been active in a variety of community affairs in Jacksonville throughout his career. He currently serves (and has for the last 20 years) on the Board of Governors of the Boys and Girls Clubs of Northeast Florida, and while on the Board has served pro bono as general counsel to the organization.

Admissions

Florida

Memberships

The Florida Bar

American College of Trial Lawyers

American Bar Association

American Board of Trial Advocates

Order of Barristers, Duke University School of Law