

HALL BOOTH SMITH, P.C.



apeoples@hallboothsmith.com

Partner

828.232.4401

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Biography

Adam Peoples is a first-chair jury trial lawyer who focuses on high-exposure disputes. He is frequently engaged by litigation teams and corporate defendants when a case is approaching trial or when settlement value depends on credible courtroom execution.

Since joining Hall Booth Smith in 2017, Adam has accumulated more than 1,800 hours of jury trial time. His trial experience is concentrated in high-exposure matters, including disputes involving eight- and nine-figure demands, with proceedings typically lasting two weeks and as long as seven weeks.

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While every case presents unique facts, Adam's experience has shown that jury outcomes are often shaped by recurring risk archetypes that appear again and again in high-exposure disputes. This volume of courtroom exposure has placed him repeatedly in the kinds of high-risk jury environments most clients hope never to face, including:

- Highly personal disputes where both sides have acted badly
- Multi-claim "shotgun" complaints designed to overwhelm

Services

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- Deeply sympathetic party narratives
- Technically complex cases requiring simplification
- Public-sentiment cases where the client is presumed to be the villain
- Hindsight-driven “if only one more thing had been done” claims
- Matters constrained by adverse pretrial rulings
- Cases involving admitted mistakes but disputed legal liability
- Multi-defendant finger-pointing cases
- Underdog cases against better-resourced opponents

[Ethics](#)

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Strategic Teams

[National Trial Counsel](#)

Repeated exposure to these patterns allows him to identify early which issues truly matter to jurors, and which do not, shaping a focused approach to issue selection, witness preparation, and jury persuasion that centers on what actually influences verdicts. As a result, Adam's perspective is always juror-focused, developing persuasive trial themes, preparing witnesses for live testimony, and presenting cases in court when the outcome depends on effective courtroom performance.

Before entering private practice, Adam served as a law clerk to the Honorable Martin Reidinger of the United States District Court for the Western District of North Carolina. He later joined the Asheville office of Hall Booth Smith, where he built a practice centered on defending high-exposure professional and commercial liability claims.

Adam earned his Juris Doctor from Mercer University after graduating summa cum laude from Columbus State University with a Bachelor of Science in Business Administration. Prior to law school, he worked as a project manager in the healthcare and software development industries.

He is AV Preeminent® Peer Review Rated™ by Martindale-Hubbell.

Experience

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Construction

Adam has experience representing contractors, subcontractors, developers, and insurance companies in various construction design and defect, delay, contract compliance, insurance coverage, personal injury, and property damage matters. His practice is focused on litigation including mediation and trials in both state and federal courts in North Carolina and Georgia.

Correctional Health Care

Adam has represented numerous medical care providers in a variety of correctional health care disputes. His extensive trial experience in both state and federal courts, handling cases of all levels of exposure, enables him to skillfully defend these matters through all stages of litigation. Moreover, his extensive contacts in medical and professional communities enables him to secure highly-qualified experts to help defeat or mitigate plaintiff claims.

Employment

Adam has defended employers in a variety of matters, including claims of sexual harassment, discrimination, hostile work environment, retaliation, and wrongful termination. He provides strategic counsel and representation in matters before state and federal courts, as well as before the United States Department of Labor, the United States Equal Employment Opportunity Commission, and other state and local agencies and authorities.

General Liability

Adam brings experience in a wide variety of general liability claims including personal injury, premises liability, and motor vehicle accidents. His extensive trial experience in both state and federal courts, handling cases of all levels of exposure, enables him to skillfully defend these matters through all stages of litigation. Moreover, his extensive contacts in medical and professional

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communities enables him to secure highly-qualified experts to help defeat or mitigate plaintiff claims.

Medical Malpractice

Adam defends doctors, nurses, medical staff, and health care facilities against claims ranging from negligent treatment and diagnosis to wrongful death. He handles cases from inception to trial, and all phases in between. His extensive trial experience in both state and federal courts, handling cases of all levels of exposure, enables him to skillfully defend these matters through all stages of litigation. Moreover, his extensive contacts in medical and professional communities enables him to secure highly-qualified experts to help defeat or mitigate plaintiff claims.

Professional Malpractice & Ethics

Adam has represented a variety of professionals, including lawyers, accountants, health care providers, and engineers, in matters involving allegations of negligence, breaches of duty, and unethical conduct. His extensive trial experience in both state and federal courts, handling cases of all levels of exposure, enables him to skillfully defend these matters through all stages of litigation. Moreover, his extensive contacts in medical and professional communities enables him to secure highly-qualified experts to help defeat or mitigate plaintiff claims.

Transportation

Adam defends clients in both motor vehicle accidents and common carrier incidents, beginning with the earliest notice of the incident and continuing through to a verdict. He also advises common carriers on best practices to manage and mitigate risk. Adam is an active member of Hall Booth Smith's Rapid Response team, allowing him to arrive at an accident scene within a moment's notice to ensure evidence is preserved and information

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obtained in order to guarantee his client is provided the best defense possible.

Credentials

Admitted

State Courts:

- Georgia
 - Court of Appeals, Supreme Court
- North Carolina
- Tennessee

U.S. District Courts:

- U.S. District Court for the Middle District of Georgia
- U.S. District Court for the Eastern District of North Carolina
- U.S. District Court for the Western District of North Carolina
- U.S. District Court for the Middle District of North Carolina

U.S. Courts of Appeals:

- U.S. Court of Appeals for the Fourth Circuit

Education

- J.D., Mercer University
- B.A., *summa cum laude*, Columbus State University

Memberships

- 28th Judicial District Bar
- Bucombe County Bar Association: Executive Committee Member
- Harry C. Martin American Inn of Court

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- North Carolina American Society for Healthcare Risk Management
- North Carolina Association of Defense Attorneys (NCADA): Board of Directors, 2024-2027

Recognition

- [*The Best Lawyers in America*](#)®, Personal Injury Litigation - Defendants, Best Lawyers®, 2021-2026
- AV® Preeminent™ Peer Review Rated, Martindale-Hubbell
- North Carolina Rising Star, Super Lawyers®, 2022-2023
- Southeastern Legal Awards: On the Rise, Daily Report, 2023

Presentations

- **Medical Malpractice: Mastering Safety, Trials, & Case Valuations**
North Carolina Association of Defense Attorneys (NCADA), 47th Annual Meeting; June 15, 2024
- **Mass Gatherings: 1st Amendment Issues Surrounding Public Protests**
CMPD Crime Intel, MAIN Conference; April 25, 2024
- **Strategies for Policing Mass Gatherings and Protests**
North Carolina Law Enforcement Planners & Analysts Association, Annual Fall Conference; October 18, 2023
- **Strategies for Policing Mass Gatherings and Protests**
North Carolina Association of Chiefs of Police Annual Training Conference, January 2022

More +

- **Strategies for Policing Mass Gatherings and Protests**
North Carolina Association of Municipal Clerks, April 2021
- **Who Can Consent**
Healthcare/Risk Management Webinar, June 2018
- **Going Paperless, Made Simple: From Boxes to Bytes**
Bankruptcy Law Institute, September 2013

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Publications

- **The Complications Associated with Third-Party Litigation Funding**
North Carolina Association of Defense Attorneys; July 27, 2023
- **Doctors vs. the Dead Man: The Problem with Application of North Carolina Rule of Evidence 601(c) in Wrongful Death Suits Arising from Alleged Medical Malpractice**
North Carolina State Bar Journal, Fall 2021
- **Custodial Care Issues: Minors and Custody Disputes**
Medical Mutual MedNotes, March 2018
- **Custodial Care Issues: Parents of Sexually Active Teens**
Medical Mutual MedNotes, March 2018

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- **Custodial Care Issues: The Patient with Diminished Capacity**
Medical Mutual MedNotes, March 2018
- **Custodial Care Issues: The Geriatric Patient**
Medical Mutual MedNotes, March 2018

In the Press

58 HBS Attorneys Recognized as The Best Lawyers in

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America® **Award** **Recipients**

August 16, 2024

Hall Booth Smith, P.C. is pleased to announce that 58 lawyers have been included in the 2025 edition of The Best Lawyers in America®

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55 Hall Booth **Smith Lawyers** **Recognized as** **2024 Best** **Lawyers®** **Award** **Recipients**

August 21, 2023

We're pleased to announce that 55 lawyers have been included in the 2024 edition of The Best Lawyers in America®.

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NCADA: Adam

Peoples on Third-Party Litigation Funding & Need for Legislative Action

August 11, 2023

In an article written for the North Carolina Association of Defense Attorneys (NCADA), Asheville Partner Adam Peoples reviews the complications associated with third-party litigation funding. Adam, along with HBS Summer Associate Connor Wiseman, discuss recent increases in this type of funding along with associated risks and why, consequently, there is a need for legislative action

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Two HBS Birmingham & Asheville Partners Recognized in

2023 **Southeastern** **Legal Awards**

April 27, 2023

HBS Partners Adam Peoples, of the Asheville Office, and Andrew C. Knowlton, of the Birmingham office, have been recognized as “On the Rise” in the 2023 Southeastern Legal Awards. Adam Peoples Adam primarily defends doctors, lawyers, accountants, and engineers in negligence and ethics matters. His downtown Asheville practice also includes defending claims regarding general liability,

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4 North **Carolina** **Attorneys** **Recognized on** **2023 Super** **Lawyers Lists**

January 26, 2023

NORTH CAROLINA - January 26, 2023 - In the 2023 edition of the magazine, the law firm of Hall Booth Smith, P.C.

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(HBS) has been recognized for its outstanding legal work as four of its attorneys have been named on the lists of Super Lawyers and Rising Stars. Isaac Northup has been selected to the

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[Hall Booth Smith Attorneys Honored by The Best Lawyers In America 2023](#)

August 18, 2022

47 lawyers from the firm have been honored in the 2023 edition of The Best Lawyers in America.

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[HBS Adds Associate Cameron E. Nieters to North Carolina Office](#)

April 20, 2022

HALL BOOTH SMITH, P.C.

Hall Booth Smith, P.C. (HBS) is delighted to welcome Cameron E. Nieters as an Associate to its growing office in Asheville, North Carolina. Cameron focuses her practice on medical malpractice, general liability, insurance coverage, professional malpractice & ethics, and government liability. Prior to joining HBS, Cameron spent two years clerking at a Winston Salem-based firm

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[Two Asheville Partners Recognized on the 2022 North Carolina Super Lawyers and Rising Stars List](#)

January 20, 2022

In the 2022 edition of the North Carolina Super Lawyers magazine, the law firm of Hall Booth Smith, P.C. (HBS) has been recognized for its outstanding legal work as two of its Partners have been named on the list of Super Lawyers and Rising Stars.

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Isaac Northup has been selected to the Super Lawyers list

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[Healthcare Risk Management: Adam Peoples on the Use of Hospital Surveillance Video in Medical Malpractice Claims](#)

October 25, 2021

Asheville Partner Adam Peoples was quoted in an October 19, 2021, article in Healthcare Risk Management discussing the use of hospital surveillance video as evidence in medical malpractice claims. Surveillance video can be useful to either the plaintiff or defendant – or even both, depending on the circumstances, Adam told the publication. Discussing a case

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Hall Booth Smith Attorneys Honored by The Best Lawyers In America® 2022

August 19, 2021

We're excited to announce that 25 HBS lawyers have been recognized in the 2022 edition of The Best Lawyers in America®.

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Hall Booth Smith Attorneys Honored By The Best Lawyers In America© 2021

August 20, 2020

Hall Booth Smith, P.C. (HBS) is pleased to announce 24 lawyers from the firm were

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honored in the 2021 edition of The Best Lawyers in America© . This award is based on an evaluation process that includes a collection of client and lawyer evaluations and peer reviews from attorneys in the same field. These HBS

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Hall Booth Smith Names Battey, Brooks and Peoples as Partners

January 7, 2020

ATLANTA - Jan. 07, 2020 - Hall Booth Smith, P.C. has named three new partners as the firm elevates leaders and recognizes their outstanding service to clients. Joining the firm's partnership ranks are Alex Battey in Atlanta; Shawn J. Brooks in Jacksonville, Florida; and Adam Peoples in Asheville, North Carolina. Battey focuses her practice on

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Smith Opens Asheville Office, Second in North Carolina

June 26, 2017

ATLANTA – Hall Booth Smith, P.C. announces the opening of an office in Asheville, North Carolina, the firm’s 14th office in the Southeast and second in North Carolina. This comes shortly after the firm’s office opening in Jacksonville, Florida earlier this month. The new office, to be managed by Isaac N. Northup, Jr., bolsters the firm’s

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