

# Juan Fernandez, Associate

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## Overview



Juan Fernandez is an aggressive litigator who understands that there are no simple solutions in a diverse legal and business world. Because no area of the law is truly “independent,” Juan’s clients benefit from his experience in a wide range of practice areas. From litigating complicated felony cases, negotiating complex

business transactions, arguing family law issues, and teaching continuing legal education courses on topics including bankruptcy and landlord tenant law, Juan specializes in a plethora of practice areas. Juan acquired this “all or nothing” approach while serving for nearly a decade in the United States Marine Corps. While serving in Marine Corps Special Operations, Juan quickly learned that having a single specialty is not practical and is often detrimental. It is necessary to have, and be able to rely on, a multitude of experiences and knowledge areas to best attack the ever changing mission. Juan has adapted his “all or nothing” approach to his legal practice.

Understanding that often the most economic and practical solution to litigation is to avoid it when possible, Juan works with clients to anticipate and resolve issues before they become problems. By effectively structuring business transactions and advising his clients of potential pitfalls that lie ahead, Juan helps his clients avoid many of the “everyday” problems they would normally face. Juan is able to help negotiate reasonable resolutions to complex issues because opposing attorneys recognize his zealous advocacy and legal ability. Juan also understands that sometimes litigation is the best path for his clients. Juan’s experience allows him to determine if a client should reject an unreasonable settlement and “take it all the way.” When litigation is the right path for his clients, Juan works with them to develop an effective, economical, winning strategy.

## Education

- American Military University, B.S., Environmental Science
- University of Florida College of Law, J.D., *Cum Laude*

## Admissions

- All Florida State Courts
- U.S. District Court for the Northern and Southern Districts of Florida
- Federal Bankruptcy Court for the Northern and Southern Districts of Florida

## Contact

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## Practices

Litigation  
Insurance Defense & Coverage  
Maritime & Admiralty  
Bankruptcy

## Industries

Insurance  
Banking  
Maritime & Admiralty

## Associations

- American Bar Association
- Escambia/Santa Rosa County Bar Association
- Pensacola Opera, Board of Trustees