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**\$3.39 MILLION VERDICT**

BARRETT & FARAHANY OBTAINS \$3.39M VERDICT IN EMPLOYER "RACE MATCHING" CASE



## Faulk v. Dimerco Express

An Atlanta jury has returned a **\$3.39-million-dollar verdict** in a case of employer "race-matching," *Faulk v. Dimerco Express*, Northern District of Georgia, Atlanta Division, Case No. 1:21-cv-01850-MLB. Race-matching is a tactic of hiring employees who racially match the market the company is targeting.

In the case of Dimerco Express, attorneys **Amanda Farahany** and **V. Severin Roberts** of Barrett & Farahany presented evidence that the company was indeed participating in race-matching. They were only hiring Caucasian employees between the ages of 26 and 40 to cater to what the company called the "Caucasian market." This meant that one applicant, Kenny Faulk, was denied a position as a sales executive because of his race, rather than because he didn't have the skills to perform in the position.

The evidence was in Dimerco Express's own emails that they used the tactic of race-matching, proving prejudice in the hiring process. Further evidence showed that Dimerco's Atlanta sales manager wanted to hire Mr. Faulk because he believed he had the skills and experience required. It was when the company president found out Mr. Faulk was black that he vetoed the hiring. **Read more...**



## WE NEVER BACK DOWN

We live in a country where employers feel like they have all the power in the world. It's easy to make an employee feel small and defenseless, so that's why it's our job to do the opposite.

We work to remind employers that their employees deserve to be treated with dignity at all levels of employment. A business cannot sustain itself off the backs of mistreating its workers.

## EXPERIENCE MATTERS

We've been around longer than any other employment firm in the Southeast, with a large legal team to support that experience. We know what's at risk for employees when they challenge their employers, and we will never take that lightly.

One of the most important lessons we've ever learned as a firm is that it's not enough to hear but to listen and understand the client's situation. That's how we're able to ensure that our clients leave the courtroom feeling empowered, rather than stepped upon.

# Justice<sup>TM</sup> *At Work*

Barrett & Farahany is an award-winning employment law firm – the largest and oldest in the Southeast dedicated exclusively to employee rights, with a national reputation of excellence. Headquartered in Atlanta, Georgia with physical offices in Atlanta, Georgia, Birmingham, Alabama, and Chicago, Illinois, we handle cases with licensed attorneys across 10 states and the District of Columbia, including Colorado, Ohio, Minnesota, South Carolina, Virginia, Tennessee, and New York.

**Talk to an Attorney Today**

Barrett & Farahany | 3344 Peachtree Road NE, Suite 800, Atlanta, GA 30326 [justiceatwork.com](http://justiceatwork.com)

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