Goldberg, who recently returned from a four-week trial in Las Vegas, takes great delight in experiencing firsthand the diversity of the United States through seeing various jury pools across the country.

Before last year, he had taken on little work outside California—he tried a case in Texas six years ago and a case in Washington, D.C., two years ago—but recently Goldberg has been across the country more times than he can count.

"My view is that California... we're extremely liberal here. I've always found the juries here to be much more amenable to hearing arguments about discrimination," Goldberg said. "When you're out of state, it's not quite the same thing. In different areas of the country, you get a different jury pool, a different perspective."

He pointed to New York as an example.

"There's a little more of a jaded feeling [in New York]. But they're also empathetic," Goldberg said. "New Yorkers are great when it comes down to it."

Goldberg's work across the country will not stop any time soon. He has cases lined up in Arkansas—a woman dismissed from a medical residency claiming discrimination—and will be representing Vanessa Lopez in Florida in a harassment suit she is bringing against basketball star Shaquille O'Neal. That trial is set for March of 2013.

"I love the fact that we take cases all across the country. I love the challenge," Goldberg said. "I build up my frequent flier miles."

Goldberg also has a case against Pfizer Inc. set for trial next year in which the plaintiff alleges she could not get a promotion because of her looks.

Goldberg says he feels a profound sense of pride in the work that he does.

"To me, being a lawyer, being able to represent people who have these claims is an absolute privilege," he said. "The vast majority of the people we represent don't have the resources to hire lawyers on an hourly basis."

— Andrew McIntyre