

**JULIETTE CAMINADE, PH.D.**  
**Vice President**

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Dr. Caminade specializes in the economic analysis of platform and competition issues in the US and EU. She has submitted four antitrust expert reports and testified twice as an expert witness. Dr. Caminade has extensive experience working on behalf of digital platforms and technology companies, on a wide range of litigation, investigative, and regulatory issues, including competition and worker misclassification matters. She has also conducted or supervised dozens of economic impact studies and authored multiple white papers on matters pertaining to economic and industrial policy in technology markets, and provided strategic advice. Additionally, Dr. Caminade has conducted analyses of competition issues across a range of industries. In antitrust matters, including horizontal and vertical mergers, she has supported experts on behalf of plaintiffs, defendants, and agencies such as the DOJ and FTC. Her work also includes False Claims Act and intellectual property (IP) matters. Dr. Caminade has taught competition economics at the undergraduate level in the economics department at Dartmouth College. She has written about and discussed antitrust issues in the digital economy and in health care markets, occupational licensing, two-sided platforms, and interim measures in antitrust investigations. Her papers have appeared in the *Journal of Competition Law & Economics* and ABA's *The Antitrust Source*. She was a speaker at a competition roundtable organized by the OECD. Dr. Caminade serves as vice-chair of the Media and Technology Committee of the ABA Antitrust Law Section.

**EDUCATION**

- 2014      Ph.D., Economics, The University of Chicago  
*Areas of specialization: industrial organization, quantitative marketing*  
*Lee Prize in Economics – Best Macroeconomics Core Exam*
- 2010      M.A., Economics, The University of Chicago
- 2009      Masters, Economics, École Normale Supérieure Paris & Paris School of Economics
- 2007      Bachelor, Economics and econometrics, Université Paris 1 Panthéon-Sorbonne
- 2006–2009      École Normale Supérieure Paris (élève)

**PROFESSIONAL EXPERIENCE**

- 2014–Present      Analysis Group, Inc.  
*Vice President, Manager, Associate, Associate Intern*
- 2019      Dartmouth College, Department of Economics  
*Senior Lecturer*  
*Undergraduate Competition and Strategy Course (Industrial Organization & Antitrust)*
- 2012–2013      eBay, Research Lab  
*Research Intern and eBay Research Lab Scholar*
- 2008      Competition Commission, London, UK  
*Economics Researcher Intern*

## EXPERT ENGAGEMENTS

- **Antitrust litigation**  
*US District Court, District of New Jersey*  
Submitted an expert report evaluating boycott allegations and economic analyses in the context of health care services (2023); testified at deposition (2024).
- **Antitrust arbitration**  
*JAMS*  
Submitted an expert report analyzing the competitive effects of certain vertical clauses (2022).
- **Julien v. Georgia Board of Dentistry, et al.**  
*US District Court, Northern District of Georgia*  
Submitted two expert reports and testified twice at deposition on the impact of occupational licensing on competition, on behalf of plaintiff (2021–2022).

## TECHNOLOGY AND PLATFORM CONSULTING ENGAGEMENTS

### Litigation

- **Intellectual Property – Online marketplace**  
*US District Court, Southern District of New York*  
Supported an academic expert in analyzing an online marketplace business model, the role of trust on platforms, and the evolution of platform features.  
  
Supported industry expert.
- **Twitter, Inc. v. Elon Musk, et al.**  
*Delaware Chancery Court*  
Supported the plaintiff's academic expert in analyzing Twitter's business model and the drivers of its success, and the effect of fake and spam accounts on Twitter's revenue model.
- **In re: Blue Cross Blue Shield Antitrust Litigation (Providers)**  
Supported provider plaintiffs' academic expert on platforms to evaluate whether health insurers are two-sided platforms as defined in the *Amex* Supreme Court decision and rebut defendants' experts reports.
- **Class action – Technology platform**  
*Superior Court of the State of California*  
Supported an academic expert in analyzing platforms' business models and the evolution of their features.
- **Worker misclassification litigation – Handy Technologies**  
*Superior Court of the State of California*  
Supported an academic expert in analyzing Handy's business model and its relationship with users.
- **Worker misclassification litigation – Technology platform (California)**  
Supported an academic expert in analyzing a technology company's business model.  
  
Supported an academic expert in analyzing a technology company's relationship with its users.
- **Worker misclassification litigation – Technology platform**  
*Superior Court of the Commonwealth of Massachusetts*  
Supported an academic expert in analyzing a technology company's business model.  
  
Supported an academic expert in analyzing a technology company's relationship with its users.

- **Tri City LLC, et al. (Lyft) v. New York City Taxi and Limousine Commission Litigation**  
*Supreme Court of New York, County of New York*  
Supported an expert in analyzing the effects of the driver minimum pay rule on drivers and passengers.

### Investigation and Regulatory Work

- **Delivery platform**  
*Offices of State Attorneys General*  
Provided economic analyses assessing the effect of allegedly misleading conduct on consumer and gig-worker behavior, including analyses of driver transaction data and consumer tipping patterns. Developed damages models related to consumer tipping behavior.
- **Antitrust investigations (US and Europe) – Technology company**  
Assisted a technology company in investigations and regulatory oversight in the US and Europe.
- **Antitrust investigation and regulatory work (US, EU) – Technology company**  
Assisted a technology company in economic analyses.

### White Papers and Strategy Work

- **Apple, Inc.**  
Conducting yearly economic impact studies of Apple’s activities in the US and several countries on multiple continents, relying on detailed supplier-level spend to estimate its employment impact.  
Authored white papers estimating the size of the App Store ecosystem in 2019–2022:
  - *How Large Is the Apple App Store Ecosystem? A Global Perspective for 2019*, with Jonathan Borck and Markus von Wartburg (June 15, 2020)
  - *A Global Perspective on the Apple App Store Ecosystem: An exploration of small businesses within the App Store ecosystem*, with Jonathan Borck and Markus von Wartburg (June 2021)
  - *The Continued Growth and Resilience of Apple’s App Store Ecosystem*, with Jonathan Borck (2023)Authored white papers analyzing small developers on the App Store
  - *Spotlight on Small Business Developers and App Creators on the App Store: The success and growth of global app entrepreneurship*, with Markus von Wartburg (May 2022)
  - *Small Business Developers and App Creators on the App Store in 2022*, with Jonathan Borck (2023)Authored white paper surveying commission rates charged by other app stores and digital marketplaces:
  - *Apple’s App Store and Other Digital Marketplaces: A Comparison of Commission Rates*, with Jonathan Borck and Markus von Wartburg (white paper, July 22, 2020)Authored white paper investigating options available to developers, the App Store ecosystem, and the availability of third-party alternatives to Apple apps:
  - *The Success of Third-Party Apps on the App Store*, with Markus von Wartburg (April 2022)
- **US technology company**  
Conducted an economic impact study of a regulatory change on workers, consumers, and tax revenue.
- **US technology company – Strategy work (pricing)**
- **Global platform company – Strategy work (pricing)**

## ANTITRUST CONSULTING ENGAGEMENTS

### Litigation

- **Antitrust litigation – Health care**  
Supported plaintiff's expert in a case related to no-poach and non-compete vertical contractual clauses.
- ***In re: Blue Cross Blue Shield Antitrust Litigation (Providers)***  
Supported provider plaintiffs' academic expert to evaluate issues related to liability in the context of market allocation, price fixing, and boycott claims, including market definition, market power, and the assessment of harm to health care providers in Alabama.
- ***USA v. Charlotte-Mecklenburg Hospital Authority***  
*US District Court, Western District of North Carolina*  
Supported a DOJ expert in an investigation of steering and tiering contractual provisions between Carolinas HealthCare System and payers.
- ***In re: Prograf Antitrust Litigation – Delayed generic entry in pharmaceutical industry***  
*US District Court, District of Delaware*  
Supported an expert in assessing damages for direct purchasers and end payers of a brand-name immunosuppressant drug harmed by alleged delay in generic entry.
- **Alleged delayed generic entry in pharmaceutical litigation**  
Assisted in analyzing plaintiff's expert's liability and damages model.
- **Retrospective merger analysis - Home building product industry**  
Supported an academic expert's analysis and testimony regarding a horizontal merger.
- **Class action – Price-fixing in commodity markets**  
Analyzed high-frequency commodity prices in OTC, futures, and ETF markets.
- **Antitrust investigation – Automotive parts**  
Assisted a major automotive parts manufacturer in economic analyses of the effect of alleged price-fixing and bid-rigging conduct. Prepared settlement-related analyses.
- **Antitrust investigation (France) – Price-fixing in food industry**  
Assisted a major food producer in economic analyses of the effect of alleged price-fixing by buyers in an investigation by the Autorité de la Concurrence.

### Merger Reviews

- **LVMH acquisition of Tiffany & Co. (Luxury – EU)**  
Supported merging parties through inquiry on coordinated effects of the merger. The transaction was consummated.
- **CVS acquisition of Aetna**  
Supported an academic expert in horizontal and vertical analyses of the merger.
- **WEX acquisition of EFS (Fleet cards)**  
Supported merging parties through FTC second request and inquiry into potential unilateral and coordinated effects of the merger of two of large fleet card companies. The transaction was consummated.

- **Reynolds acquisition of Lorillard (Tobacco)**

Supported FTC’s academic expert in evaluating the competitive effects of the merger, including potential unilateral and coordinated effects of the merger.

## **OTHER LITIGATION CONSULTING ENGAGEMENTS**

- **Consumer disclosure matter**

Supported internal expert in assessing issues of class certification in a matter involving allegedly misleading disclosures.

- **False Claims Act matter – Health insurance**

Supported a DOJ academic expert in an overpayment analysis.

- ***Philip Morris v. Uruguay (International Arbitration)***

*International Centre for Settlement of Investment Disputes*  
Assisted in analyzing plaintiff’s expert’s damages model.

### **Intellectual Property**

- ***Via Vadis and AC Technology v. Blizzard Entertainment***

*US District Court, Western District of Texas, Austin Division*

Supported defendant’s damages expert in a patent infringement case related to online game distribution.

- ***In the Matter of Certain Wireless Standard Compliant Electronic Devices – Ericsson v. Apple***

*US International Trade Commission*

Supported an academic expert in assessing the economic effect of banning iPhones from entering the US.

- **Software product matter**

*Superior Court of the Commonwealth of Massachusetts*

Supported defendant’s industry and damages experts in an IP-related breach of contract dispute.

## **PUBLICATIONS AND PRESENTATIONS**

### **Publications**

“Webinar Recap: Drip Pricing & Junk Fees: All Wet, or a Serious Antitrust & Consumer Protection Issue?” with Jane Choi and Alvaro Ziadi, *The Price Point*, Newsletter of the ABA Section of Antitrust Law’s Pricing Conduct Committee (April 2024)

“How the Debate about Multi-Sided Platform Regulation is Shaping Merger Enforcement,” with Emily Cotton and Eliana Garces, in *Digital Markets Guide – Third Edition* (Global Competition Review, 2023)

“Webinar Recap: Self-preferencing – Is tech different than brick and mortar?” with Juan Carvajal and Kathy Hong, *ABA Antitrust Law Section* (April 2023)

Chapter Lead for “Chapter 14B – Regulated Industries – Communications,” in the ABA’s *2022 Annual Review of Antitrust Law Developments* (2023)

“An Economic Analysis of the Self-Preferencing Debate,” with Juan Carvajal and Christopher R. Knittel, *Competition*, Vol. 32, No. 2 (Fall 2022)

“Interim Measures in Antitrust Investigations: An Economic Discussion,” OECD Directorate for Financial and Enterprise Affairs Competition Committee (June 21, 2022)

“The Intersection of Self-Preferencing and Pricing Practices in the Digital World,” with Kevin C. Adam and Christopher R. Knittel, *The Price Point*, Newsletter of the ABA Section of Antitrust Law’s Pricing Conduct Committee (June 2022)

“United States: Platform Economics and Mergers,” with Emily Cotton, in *Digital Markets Guide – First Edition* (Global Competition Review, 2021)

“Interim Measures in Antitrust Investigations: An Economic Discussion,” with Antoine Chapsal and Jacob Penglase, *Journal of Competition Law & Economics* (December 30, 2020)

“Paper Trail: Working Papers and Recent Scholarship,” with Samuel Weglein and Tímea Laura Molnár, *The Antitrust Source* (October 2020)

“Occupational License Laws May Hurt Health Care Competition,” with Alex Robinson and Samuel Weglein, *Law360* (June 25, 2019)

“Occupational Licensing in Healthcare and Beyond: Recent Developments in Case Law, Enforcement, Legislation and Research,” with Alex Robinson and Samuel Weglein, *Cartel & Joint Conduct Review*, Newsletter of the ABA Section of Antitrust Law Joint Conduct Committee, Volume 14, No. 1 (2018)

“Joint Ventures, Group Boycotts, and Volume Discounts,” with Samuel Weglein, *Cartel & Joint Conduct Review*, Newsletter of the ABA Section of Antitrust Law Joint Conduct Committee, Volume 13, No. 1 (2017)

“Antitrust Enforcement in Two-Sided Markets,” with Rebecca Kirk Fair, Federico Mantovanelli, and David Toniatti, *Economics Committee Newsletter*, Antitrust Section of ABA, Vol. 16, Number 1 (2016)

### **Presentations**

“Reining in Gatekeepers and Ecosystems,” chair and speaker at the ABA Antitrust Law Section Spring Meeting (April 2024)

“Self-preferencing: Is tech different than brick-and-mortar?” moderator in ABA Antitrust Law Section webinar (February 2023)

“Antitrust Questions in New Labor Markets,” panel participant in ABA Antitrust Law Section webinar (November 2022)

“Interim Measures in Antitrust Investigations: An Economic Discussion,” panel participant in the OECD Roundtable on Interim Measures in Antitrust Investigations (June 2022)

“The Economic Fundamentals of Two-Sided Platforms and Their Implications for Antitrust,” participant on the ABA Antitrust Law Section’s *Trust and Trade* podcast (June 2022)

“Market Definitions in Digital Spheres,” panel participant at the Concurrences “Digital Antitrust: How to Regulate” conference (March 2022)

“Two-Sided Platforms: Fundamentals of Antitrust Economics,” presentation to the ABA Antitrust Law Section, Economics Committee (November 2021)

“Two-Sided Platforms and Their Implications for Antitrust: An Economic Perspective,” presentation to the New York City Bar Association Antitrust Committee (November 2019)

## **AFFILIATIONS AND AWARDS**

### **Affiliations**

2022–Present Media and Technology Committee, ABA Antitrust Law Section  
*Vice-Chair*

### **Awards**

#### Concurrences

- Antitrust Writing Awards: Business Articles, Economics (2023)

For “An Economic Analysis of the Self-Preferencing Debate,” with Juan Carvajal and Christopher R. Knittel, *Competition*, Vol. 32, No. 2 (Fall 2022)