

## BIO

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**Dr. Pedro Gonzaga is a passionate competition associate who loves applying industrial economics to support clients in competition and antitrust matters.**

Pedro is experienced in managing competition projects that require advanced economic modeling, intricate data analysis, and a thorough understanding of the relevant economic literature and case law. He is skilled in clearly explaining the complex economic theory that he and his teams apply to competition matters. Pedro has developed and published reports on several topical antitrust areas, including horizontal and vertical mergers in dynamic markets, abuse of dominance and vertical restraints in e-commerce, and algorithmic collusion. He has presented his work to private clients, enforcers, regulators, auditors, and policy makers, in both private meetings and international conferences.

Pedro has around 10 years of relevant working experience and a record of academic success. He completed his PhD and Post-Doc in Economics at the University of Porto, where he became the youngest doctorate at the age of 23 and obtained the highest classifications in all courses. Having graduated in a post-financial crisis period, he was one of the few researchers in Portugal receiving two research grants, which funded his economic research in competition policy for four years. In 2015, he succeeded in a recruitment process involving more than 7,000 applicants and moved to Paris to work as a policy analyst at the OECD Competition Division. Two years later, he became a competition expert at the OECD and started managing projects and training new colleagues. In 2020, Pedro moved to Brussels to help Brattle expand its competition practice in Europe.

Pedro speaks English, French, and Portuguese fluently. He loves to play the piano, dance, and do sports that involve heights, such as climbing, skydiving, hang-gliding and parasailing.

## AREAS OF EXPERTISE

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**Competition policy:** horizontal and vertical mergers, abuse of dominance, vertical restraints.

**Economic sectors:** high tech, consumer services, online retail, media, telecommunications, transport, professional services, and public procurement.

## EDUCATION

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### Post-Doc in Economics from University of Porto (2014-2015)

- Development of a post-doctoral project to evaluate the competitive impact of cooperative strategies in R&D, such as licensing, multi-licensing, joint ventures, and acquisitions.
- Analysis of alternative policies to promote entrepreneurship, competition, and innovation.

### PhD in Economics from University of Porto (2011-2014)

- Youngest doctorate from University of Porto (23 years).
- Approved with distinction by unanimity for the dissertation, "Collusion: New Insights on Theory, Empirical Methods and History."
- Total grade of 18/20 in theoretical and quantitative courses.

### Undergraduate Degree in Economics from University of Porto (2008-2011)

- Research assistant on access pricing in the telecom industry.
- Programming of an educational tool that solves standard oligopoly models, earning the grade 20/20 in the Industrial Organization course.
- Final grade of 18/20.

## Experience

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### Competition Associate at The Brattle Group, Brussels (2020-present)

- Project management, supervising teams, and handling client contacts in competition and antitrust cases.
- Framing research approaches in competition cases by applying industrial organization, econometrics, financial theory, and cost-benefit analysis.

### Competition Expert at the OECD, Paris (2017-2020)

- Leading author and manager of teams responsible for the preparation of competition policy reports, which are among the most downloaded and best-ranked reports of the OECD Competition Division.
- Participation in country studies to assess economic policy, review legislation, and promote pro-competitive regulatory reforms across multiple sectors.
- Organization and participation in OECD roundtables involving the European Commission, national competition authorities, regulators, business representatives, and consumer associations.
- Presentation of substantive findings and policy recommendations at international conferences and high-level meetings with policy makers.

**Policy Analyst at the OECD, Paris (2015-2017)**

- Member of the team responsible for the OECD work stream on competition policy in the digital economy. My role involved applying economic theory, collecting and processing data, producing estimates, reviewing case law, and drafting reports.
- Participation in OECD research projects to assess policy impact, including the development of an original model to estimate the impact of competition on the distribution of wealth, published in a peer-reviewed journal.
- Preparation of presentations, speeches, and talking points on competition policy in digital markets for the head of division, director, and the OECD secretary general.

**Economic Researcher at CEF.UP, Porto (2011-2015)**

- Research in industrial economics, competition policy, and innovation policy, with two research grants.
- Lecturer of industrial economics and game theory courses.
- Review of master theses.

**Internship at Millennium BCP, Porto (Summer 2011)**

- Development of econometric and linear programming tools to optimize and reallocate the number of workers per banking branch.
- Improvement of the “Management by Objectives” system to solve the moral hazard conflict between workers and Bank.

**PUBLICATIONS**

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- **Merger Enforcement in Dynamic and Innovative Markets** (2020), *European Competition and Regulatory Review*, Proceeding of the “Dynamic Competition in Dynamic Markets: A Path Forward”.
- **Competition Challenges of Big Data: Algorithmic Collusion, Personalised Pricing and Privacy** (2020), in Cannataci, Falce and Pollicino (eds.), *Legal Challenges of Big Data*, with Antonio Capobianco.
- **OECD Competition Assessment Reviews: Iceland** (2020, forthcoming), *OECD publication*, leading writer of the chapter Airport Services.
- **Merger Control in Dynamic Markets** (2019), *OECD report*, with Gabriella Erdei.
- **Inequality: A Hidden Cost of Market Power** (2019), *Oxford Review of Economic Policy*, with Sean Ennis and Chris Pike.
- **Vertical Mergers in the Technology, Media and Telecom Sector** (2019), *OECD report*, with Gabriella Erdei.
- **Personalised Pricing in the Digital Era** (2018), *OECD report*.
- **The Implications of E-Commerce for Competition Policy** (2018), *OECD report*, with Niamh Dunne (main author) and Antonio Capobianco.

- **OECD Competition Assessment Reviews: Portugal** (2018), *OECD publication*, leading writer of the chapters Ports and Maritime Transport, Public Procurement, and Economic Overview of Portugal.
- **Rethinking the Use of Traditional Antitrust Enforcement Tools in Multi-Sided Markets** (2018), *OECD publication*, (co-editor).
- **The Effects of Market Power on Inequality** (2017), *Competition Policy International*, with Sean Ennis and Chris Pike.
- **Algorithms and Competition: Friends or Foes?** (2017), *Competition Policy International*, with Antonio Capobianco.
- **Algorithms and Collusion: Competition Policy in the Digital Age** (2017), *OECD publication*, with Antonio Capobianco and Anita Nyeso.
- **Big Data: Bringing Competition Policy to the Digital Era** (2016), *OECD report*, with Ania Thiemann and Maurice Stucke, quoted by the Financial Times.
- **Reference Guide on Ex-Post Evaluation** (2016), *OECD Guide*, with Cristiana Vitale and Silvia Carrieri.

#### Presentations (selected list)

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- **2<sup>nd</sup> OECD Competition Open Day** (2020), Paris. Moderation of the third panel session, *Merger Control in Dynamic Markets*. The webcast is available at <https://oecd.streamakaci.com/cod2020/>.
- **6<sup>th</sup> Competition Law and Policy Conference** (2019), Zagreb. Presentation on *Competition Policy in Digital Markets: Main Challenges for Competition Authorities and Recent OECD Findings*.
- **Dynamic Competition in Dynamic Markets: A Path Forward** (2019), Brussels. Participation in a panel discussion and Q&A on *Mergers in the Digital Space: Impact on Innovation*.
- **1<sup>st</sup> OECD Competition Open Day** (2019), Paris, Moderation of the first panel session, *Vertical Restraints in E-Commerce*. The webcast is available at <https://oecd.streamakaci.com/cod2019/>.
- **EU-India Competition Week** (2018), New Delhi. Keynote speaker on *Developing and Using Screens to Detect Cartels*, followed by panel discussion, and presentation on *Pricing Algorithms and Cooperation in Leniency Applications*.
- **Conference Leadership EU** (2018), Brussels. Presentation on *Recent Global Antitrust Trends in the Digital Era* and panel discussion on *Procedural Fairness, Objectives of Competition Law Enforcement and International Co-operation*.
- **Regional Antitrust Seminar on E-Commerce and Competition** (2018), Bali. Keynote speaker on *Abuse of Dominance in E-Commerce* and moderator of a session on *Vertical Restraints*.
- **ICN Unilateral Conduct Workshop** (2017), Rome. Panel speaker on the *Challenges of Digitalisation for Competition Policy*.

- **Turkish Competition Authority Workshop** (2017), Rize. Keynote Speaker on *Algorithms and Collusion*.
- **Consumer Policy Committee Roundtable** (2016), Paris. Presentation and discussion on *Big Data: a Call for Cooperation among Agencies*.
- **Competition Law and Inequality Roundtable** (2016), UCL Faculty of Laws, London. Presentation of the working paper *Market Power and Distribution of Wealth*.
- **42<sup>nd</sup> EARIE** (2015), Ludwig-Maximilians University, Munich. Presentation on *The Entrepreneur's Dilemma: Licensing vs Commercialization by Entry*.
- **1st BECCLE Competition Conference** (2015), Bergen Center for Competition Law and Economics, Norway. Presentation of the paper *Collusive Scene Investigation: A Modern Empirical Approach to Uncover Cartels*.
- **AdC Seminar** (2014), Portuguese Competition Authority, Lisbon. Invited speaker on *Collusion in the Labor Market: a Tale of Conspiracy Between Employers*.

## HONORS AND DISTINCTIONS

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- **Antitrust Writing Awards** (2019) for the OECD publication *Rethinking the Use of Traditional Antitrust Enforcement Tools in Multi-Sided Markets* (co-editor).
- **Best report in the annual survey to the OECD Competition Committee** (2018), for the report *The Implications of E-Commerce for Competition Policy*.
- **Best report in the annual survey to the OECD Competition Committee** (2017), for the report *Algorithms and Collusion: Competition Policy in the Digital Age*.
- **Post-Doctoral Research Grant awarded by the Ministry of Education and Science** (2014-2015), project PTDC/EGE/ECO/117932/2010.
- **Doctoral Research Grant awarded by the Ministry of Education and Science** (2011-2014), individual research grant number SFRH/BD/78763/2011.
- **1st Prize in Applied Research in Economics and Management** (2011-2012), awarded by Santander Totta and University of Porto for the best original paper *Effect of the Minimum Wage on Employment and Social Welfare*, with António Neto and Ekaterina Chetyrkina.
- **Prize Talent FEP** (2011) awarded by BPI, McKinsey, PT, Randstad, Siemens, Sonae, and FEP for proven outstanding hard and soft skills.
- **Merit Scholarship from University of Porto** (2010-2011), awarded to the top three students in Economics and Management for their outstanding achievement.
- **Merit Scholarship from University of Porto** (2009-2010), awarded to the top three students in Economics and Management for their outstanding achievement.
- **Merit Scholarship from University of Porto** (2008-2009), awarded to the top three students in Economics and Management for their outstanding achievement.
- **Incentive Prize** from University of Porto (2008-2009), awarded to the best first-year student in Economics.

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- **Prize of Excellence and Prize of Merit by Aurélia de Sousa** (2007-2008), for the high grades obtained and for contributing to the recognition of the school.
- **1<sup>st</sup> Prize by Escuela de Negocios Caixanova** (2007-2008), for taking part of the winning team of the Portuguese-Spanish business simulation contest Play, Challenge for New Entrepreneurs.