

# Bojana Ignjatovic

Partner, London/Brussels



**Bojana Ignjatovic is a Partner at RBB Economics, based in London and Brussels. With close to 20 years' experience in competition economics, and described in Who's Who Legal as "outstanding" and possessing "superb analytical skills", Bojana has led RBB Economics teams in some of the largest competition law investigations across Europe.**

Bojana's experience spans all aspects of competition law, including mergers, antitrust cases, market investigations and litigation – and across all sectors of the economy.

Bojana has particular expertise in merger control. In front of the European Commission and on multi-jurisdictional transactions, she has advised clients on some of the largest global deals. She has also represented clients in front of a range of national competition authorities, in Europe and globally.

Bojana also has extensive experience on antitrust investigations, including on many recent landmark cases. She was the lead economist acting for Booking.com on price parity investigations across Europe. She also advised Pfizer in relation to the CMA's investigation into alleged excessive pricing of Phenytoin Sodium and the subsequent appeal.

Bojana has published widely on competition policy and industrial economics and has lectured for the Postgraduate Diploma/Master's in Economics for Competition Law at Kings College, London. She is featured in Who's Who Legal (Economists, Thought Leaders – Competition) and in Global Competition Review's Women in Antitrust survey.

Bojana holds an honours degree in Philosophy, Politics and Economics from Balliol College, University of Oxford and an MSc in Economics from Birkbeck College, University of London. Prior to joining RBB in 2007, Bojana worked as the Deputy Head of Merger Economics at the UK competition authority, the Office of Fair Trading (now the CMA).

## Recent case experience

- **Siemens/Alstom**  
Merger, EU and multi-jurisdictional
- **Comcast/ Sky**  
Merger, EU
- **Nidec/ Embraco**  
Merger, EU
- **Teva/Allergan**  
Merger, EU
- **Pfizer: Phenytoin Sodium**  
Excessive pricing, UK
- **MSD: Remicade**  
Loyalty rebates, UK

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