

J. Roberto Parra Segura

Associate Principal, London



Dr J. Roberto Parra-Segura is an Associate Principal based in the London office of RBB Economics. He has nine years of experience in competition economics and joined RBB after completing his PhD in Economics at the University of Cambridge. Roberto also holds an MSc in Economics from the University of Essex and both a Master in Business Economics and a BSc in Mechanical Engineering from ITESM.

Prior to joining RBB, Roberto worked as a process engineer for Robert Bosch, as a senior financial analyst for Pfizer-Warner Lambert and as an academic director at ITESM. He has lectured graduate and undergraduate courses on mathematics, statistics, physics and economics at ITESM, the University of Essex and the University of Cambridge.

Roberto has presented his work on game theory and econometrics at multiple universities and institutions in Mexico, Germany, Italy, the United Kingdom and China. The Faculty of Economics of the University of Cambridge awarded him the Fellowship in Industry in 2009 and the Stevenson Prize as the best Fellow in 2010.

Roberto has advised clients on a variety of competition issues, including mergers and acquisitions, abuse of dominance, cartel investigations, market inquiries and litigation matters. He has specialist expertise in the application of quantitative techniques to cartel damages estimation.

Since joining RBB, Roberto has worked on cases before the European Commission, as well as national competition authorities and courts in the UK, Spain, France, Germany, Italy, the Netherlands, Belgium, Portugal, Mexico, Brazil, Peru and Chile, amongst others.

Roberto has provided economic advice across a wide range of sectors, including advertising, the automotive industry, aviation, beverages, broadcasting, FMCG, food processing, intellectual property, newspapers, oil extraction, petrochemicals, private healthcare, sea freight and telecommunications.

Clients that Roberto has worked for include Anheuser- Busch InBev, British Airways, Discovery, EnSCO, Iberia, LATAM, Maersk, Nespresso, Nordzucker, OLX, Procter & Gamble, Rowan, Shell, Scania, Spire Healthcare and Telefónica.

A Mexican national, Roberto is fluent in English and Spanish.

Recent case experience

- **Trucks**
Damages litigation (Spain and multi-jurisdictional)
- **AB InBev/SABMiller**
Merger (EU and multi-jurisdictional)
- **IAG/LATAM**
Joint Business Agreement (EU, Brazil and Chile)
- **Private Healthcare**
Market investigation (UK)
- **Nespresso**
Abuse of dominance (Belgium, France and Spain)

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