

# James Hill

Principal, London



James Hill is a Principal based in the London office of RBB Economics, where he has worked since April 2013. James holds an MSc in Economics from the Barcelona Graduate School of Economics, and a first class honours degree in Economics from the University of Newcastle.

Since joining RBB, James has advised on a wide variety of competition cases before the European Commission, domestic competition authorities and courts including in the UK, China, France, Switzerland, Turkey and South Africa.

His experience spans a wide variety of matters, including mergers involving both horizontal and vertical issues, abuse of dominance, anticompetitive agreements, market investigations, market studies, cartels and follow-on damages estimation.

James has worked with clients such as Zimmer Biomet, Viacom International Media Networks, Alphabet (Google), Alstom, Aon, Lloyds Banking Group, Siemens, Motor Fuel Group and Tech Data, amongst others.

James has experience across a broad range of industrial markets, consumer goods markets and fast moving online markets including internet search, digital advertising, rolling stock, pharmaceuticals, medical implants, agricultural chemicals, credit cards, the supply of modelling services, television media, plastic packaging and the distribution of hardware and software technology.

He also has experience in analysing local competition issues in a range of markets including health and fitness, the retail and wholesale supply of fuel and mobile cement pumps.

## Recent case experience

- **Alphabet (Google)**  
Digital Advertising Market Study, UK
- **Siemens / Alstom**  
Merger, EU
- **MFG / MRH**  
Merger, UK
- **Aon Hewitt**  
Investment Consultants Market Investigation; UK
- **Alphabet (Google)**  
Market Inquiry into Online Advertising, FR
- **Alphabet (Google)**  
Google Shopping Article 102, EU

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