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EDUCATION

MSc in Economics, London School of Economics
MA Hons (Class 1) in Philosophy, Politics, and Economics, Oxford University

PROFESSIONAL EXPERIENCE

2021 - Present, *Senior Vice President*, Compass Lexecon
2014 - 2021, *Economic Director*, OFCOM
2011 - 2014, *Principal*, OFCOM
2004 - 2011, *Principal*, Compass Lexecon (previously LECG)
2003 - 2004, *Senior Associate*, OFCOM
1997 - 2003, *Analyst/Consultant*, NERA

PROFESSIONAL RECOGNITIONS

- Competition Economists - Highly Recommended Leader, recognition by *Lexology Index* in 2026.
- Competition Economists - Recommended Leader, recognition by *Lexology Index* in 2025, 2024.

SELECTED PROFESSIONAL EXPERIENCE

Telecoms

- Economic literature review for Ofcom on productivity in the sectors it regulates.
- Study on pricing for access to mobile towers.
- Support to a telecommunications company in relation to claims arising from a 'loyalty penalty' on mobile contracts, in context of a class action lawsuit in the UK.
- Expert testimony in arbitration proceedings on the decisions of the Serbian regulator on duct and pole access.
- Report on the impact of a mobile network sharing agreement between TPG and Telstra on competition in Australia
- Report for an association of telecom operators on the impact of video streaming on costs
- Report for Telefonica on the appropriate design of a margin squeeze remedy by the Spanish regulator, the CNMC.
- Report for a fibre operator on the competitive impact of Telecom Italia's co-investment offer.
- Represented Ofcom with external stakeholders, the European Commission and before the Competition Appeals Tribunal and the Competition Commission.
- Economic Director for Ofcom's 2019 Business Connectivity market review (Market 4 of the European Commission's Regulatory Framework).

- Acted as Expert Witness for Ofcom before the Competition Appeals Tribunal in the Appeal of Ofcom's 2019 BCMR market review of high-capacity telecoms services. Provided an expert report, concurrent evidence and was cross-examined in this successful defence of Ofcom's market review statement.
- Economic Director for Ofcom's investigation into BT's conduct in relation to a large public procurement contract for telecoms services in Northern Ireland. The investigation found that BT was in breach of its regulatory obligations
- Economic Director for Ofcom's review into the prices for Directory Enquiry services.
- Economic Director for Remedies for Ofcom's 2016 Business Connectivity Market Review (Market 4), including setting access prices
- Led Ofcom's changes to switching processes for telecoms services, including the switching process for fixed network and changing the mobile network to a Text-to-Switch process.

Broadcasting

- Report for Radiocentre on the Green Paper proposals for the audio sector.
- Report for Radiocentre considering the impact of proposed new BBC radio stations on commercial rivals.
- Report considering the impact on the UK audio sector if BBC radio stations were funded by advertising.
- Report for Finnish broadcaster, Sanoma, on the impact of the Video on Demand activities of the Finnish Public Service Broadcaster, Yle, on commercial rivals

Ofcom Economic Director responsible for broadcasting work. Ciara led the economic analysis on:

- Ofcom's review into Public Service Broadcasting. This included recommendations to government on the terms on which PSB content should be made available and prominent on Connected TVs and streaming sticks.
- Ofcom's production sector review, including review of IP rights for broadcasters and the production sector.
- Economic Director on the review of whether BBC Studios complies with the BBC's regulatory obligations.
- Economic Director on Ofcom's review of the market impact of BBC Sounds, BBC Three and Radio 1 Dance.

Abuse of Dominance/Market investigations/Digital Markets Regulation

- Advice to a major digital company in the context of ongoing EC and NRA investigations.
- Advice to BT/EE in relation to a class action claim that its pricing of mobile handset contracts was an abuse of dominance
- Report to the Israeli Ministry of Finance on the price of groceries in Israel
- Report for a Very Large Online Platform on whether the advertising provisions of the EU's Digital Services Act were proportionate.
- Report for Amazon on whether the additional provisions of the EU's Digital Services Act should apply to online marketplaces.
- Directed the economic analysis on several Ofcom competition investigations including an alleged margin squeeze on superfast broadband resulting from the inclusion of 'free' BT Sport with broadband packages and an investigation into BT's conduct in large public sector bids.
- Advised Ofgem in an investigation as to whether the withdrawal of generation capacity by Scottish generators constituted a market abuse.
- Acted for Marks and Spencer in the Competition Commission's Groceries enquiries.



- Advised IDEXX in a Competition Act investigation by the OFT in relation to suspected breaches of competition law in the veterinary diagnostics market.
- Advised the electricity generator, AES in its successful appeal against the decision by the electricity regulator, Ofgem, to insert a 'Market Abuse Licence Condition' into its generation licence.
- Advised Birds Eye Walls in the UK competition investigation into freezers exclusivity.

Merger Experience

Ciara has provided economic advice to clients before European Commission, UK and Irish competition authorities, including:

- Advised Glencore in its acquisition of metallurgical coal mine operator Teck Resources.
- Advised Blackhall Facilities in relation to its potential acquisition by rival veterinary clinic provider, Linnaeus Veterinary.
- Advised TPG in relation to its proposed joint venture with rival Australian mobile operator, Telstra.
- Advised Lufthansa/United Airlines and Air Canada in relation to their joint venture in transatlantic flights.
- Advised Schneider in its appeal of the Legrand merger
- Advised Greif on its acquisition of rival steel drum manufacturers, Blagden.
- Advised Heinz in its acquisition of HP Foods
- Advised Nokia in its acquisition of EADS
- Advised Areva on its joint venture with Urenco and ETC

Cartels

- Advised clients on cartel investigations in elevators, fuel surcharges, toys, glass.

PUBLICATIONS

Articles

- "What are Fair and Reasonable prices? Making a flexible concept tractable" [joint with K. Prasad], Compass Lexecon The Analysis, June 2024.
- "Use of Economists in Competition Law Investigations" [joint with A. Lynchehaun, T. Helgadottir, and T. Coibion], Thomas Reuters Practical Law, 19/01/2024.
- "Connected TVs: Will they follow the same path as mobile ecosystems?", Compass Lexecon The Analysis, June 2022.

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