# **CV** LOTTA VÄÄNÄNEN

COMPASS **LEXECON** 

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## **EDUCATION**

2010, *D.Sc. in Economics*, Aalto School of Economics 2003, *M.Sc. in Economics*, Helsinki School of Economics

# **PROFESSIONAL EXPERIENCE**

April 2020 – Present, *Vice President*, Compass Lexecon January 2018 – March 2020, *Senior Economist*, Compass Lexecon December 2014 – January 2018, *Senior Pricing Analyst*, Sanoma Media Finland September 2012 – November 2014, *Senior Marketing Analyst*, Marketing, Nokia Corporation April 2012 – August 2012, *Senior Portfolio Economist*, Smart Devices, Nokia Corporation February 2011 – March 2012, *Senior Data Scientist*, Consumer Analytics, Nokia Corporation August 2009 – January 2011, *Post-Doctoral Researcher*, University of Mannheim July 2005 – June 2009, *Graduate School Fellow*, Helsinki School of Economics August 2002 – August 2004, *Researcher*, Research Institute of the Finnish Economy

# **TEACHING EXPERIENCE**

2010, *Microeconometric Applications*, University of Mannheim, bachelor level. 2009, 2010, *Economics of Innovation*, University of Mannheim, bachelor level.

## SELECTED CONSULTING EXPERIENCE

#### **Mergers and Acquisitions**

- Caverion/TM Voima (2023, substation and transmission lines) Advise to Caverion during Phase I merger proceedings before the Finnish Competition and Consumer Authority. Market reconstruction by collection of market data and calculation of market shares. Advise on market definition.
- Lantmännen/Sponmill (2022, FMCG)
   Economic advice to merging parties during Phase II merger proceedings before the Finnish Competition and Consumer Authority. Merger in frozen bakery products in Finland; market reconstruction, market definition, and surveys. Analysis of countervailing factors in relation to competitor pricing, expansion, and repositioning.
- Altia/Arcus (2021, beverages)
   Economic advice to Parties during proceedings before the Norwegian, Swedish, and Finnish competition authorities. Conduct of consumer survey to inform relevant market definition and analyses on closeness of competition.
- Mehiläinen/Pihlajalinna (2020, healthcare)

Assistance to Mehiläinen and its legal advisor during Phase II investigation by the Finnish Competition and Consumer Authority and during the subsequent Market Court process. Academic research on market definition and merger assessment in mixed oligopolies. Submission of expert reports to Market Court.

• Loomis/Automatia (2020, financial services)

Economic assistance to Loomis during Phase II merger proceedings before the Finnish Competition and Consumer Authority. Assessment of theories of harm by means of empirical and theoretical analyses, assistance with design of remedy package.

- Amazon/Deliveroo (2020, online food delivery) Support to Roofoods (Deliveroo) during investigation of Amazon's investment in Deliveroo by the UK Competition and Markets Authority. Advising on the survey work.
- Donges Steel/Ruukki Building Systems (2020, steel)
  - Economic support to Mutares and its portfolio company Donges Teräs during merger proceedings before the Finnish Competition and Consumer Authority. Market definition, analysis of bidding data, assessment of unilateral effects, conduct of a B2B survey.
- Sanoma/Alma Media (2020, newspapers & printing facilities) Advise to Sanoma during Phase I merger proceedings before the Finnish Competition and Consumer Authority. Economic analyses related to two-sided nature of media markets, conduct of a B2C survey.
- Kesko/Heinon Tukku (2020, foodservice)
   Assistance to Kesko during Phase II merger proceedings before the Finnish Competition and Consumer Authority. Economic report submitted to Market Court.
- Caverion/Maintpartner (2019, industrial maintenance services) Advise to Caverion during Phase II merger proceedings before the Finnish Competition and Consumer Authority. Analysis of bidding data to address market definition and investigate potential competitive effects.

#### Intellectual Property Rights, Valuation, and Damages

- Assessment of competition and damages (2022) Economic assessment of competition and related damages.
- Damages (2021) Estimation of damages related to a breach of competition law and other regulations.
- Valuation of intellectual property rights (2020) Estimation of the value of intellectual property and advice on licensing royalty setting.

#### Antitrust

- Amazon marketplace investigation (2022) Economic advice to Amazon during an investigation by the European Commission.
- Self-assessment of pricing policies (2018) Assessment of a Finnish commodity seller's volume discount policy in relation to potential exclusionary effects.
- Self-assessment of pricing policies (2018) Assessment of pricing policies in the context of potential margin squeeze.

## **Regulation and Other**

- Review of dominance obligations (2020)
   Assistance with review and reappraisal of obligations proposed by the Finnish Transport and Communications
   Agency Traficom on a market player with alleged market dominance. Traficom's obligations relate to wholesale
   pricing of certain services and obligations to follow cost-based prices for our client's services for its customers.
- Economic impact assessment (2018)
   Economic analysis of new proposed environmental regulations on Kemijoki hydropower plants. Quantitative estimation of costs, and the assessment of the impact of the new regulations on Finnish energy markets.

#### PUBLICATIONS

"Education and Invention" [with Toivanen, O.], The Review of Economics and Statistics 98(2): pp.382–396, May 2016

"Returns to Inventors" [with Toivanen, O.], The Review of Economics and Statistics 94(4): pp.1173-1190, November 2012



"Human Capital and Incentives in the Creation of Inventions – A Study of Finnish Inventors", Aalto University School of Economics, A368 (PhD Dissertation), 2010

"Where Do Financial Constraints Originate from? An Empirical Analysis of Adverse Selection and Moral Hazard in Capital Markets" [with A. Hyytinen], Small Business Economics 27, pp.323-348, 2006

"Government Funding of Small and Medium-sized Enterprises in Finland, in Hyytinen and Pajarinen (eds.), Financial Systems and Firm Performance: Theoretical and Empirical Perspectives", The Research Institute of the Finnish Economy B 200.

# LANGUAGE SKILLS

- Finnish (native)
- English (fluent)
- French (basic)

