

VENDELA FEHRM

CONTACT

50 California Street
Suite 1900
San Francisco, CA 94111
Phone: +1 (415) 283-4200
Mobile: +1 (415) 527-8381

vfehrm@compasslexecon.com

EDUCATION

MS in Economics, Stockholm School of Economics, Stockholm, Sweden
AB in Economics (with honors), minor in Mathematics, Vassar College, Poughkeepsie, NY

PROFESSIONAL EXPERIENCE

2023 - Present, *Senior Vice President*, Compass Lexecon, Oakland, CA
2020 - 2023, *Vice President*, Compass Lexecon, Oakland, CA
2012 - 2020, *Manager (formerly Associate, Senior Analyst, Analyst)*, Analysis Group, Inc., San Francisco, CA
2010 - 2012, *Junior Economist*, Center for European Law and Economics, Stockholm, Sweden

SELECTED CONSULTING EXPERIENCE

Quantitative Marketing and Intellectual Property

- ***Hormozi v. Neist Media, et al.***
On behalf of Neist Media, supported expert in rebutting a consumer confusion survey conducted by Plaintiff's expert in a Lanham Act dispute.
- ***Slaughter, Watts, et al. v. Bass Pro***
Supported expert in designing and implementing a survey to estimate materiality of alleged misrepresentation to consumers.
- ***Copyright Royalty Board Web VI Proceeding***
Supported academic expert in all stages of the proceeding to prepare rebuttal of a large-scale field experiment conducted by a music streaming service.
- ***Copyright infringement in the music industry***
Supported two affiliated experts on behalf of plaintiffs in matters alleging contributory infringement of copyrighted music. Developed economic models to demonstrate the value of customers to an ISP; supported research of defendants' risk management practices.
- ***Cooler litigation***
Supported expert in designing and implementing surveys to assess likelihood of confusion in the high-end cooler market, and assisted in rebuttal of opposing experts.
- ***Rasmussen Instruments, LCC v. DePuy Synthes Products, Inc. et al.***
Supported expert in rebutting a survey conducted by Plaintiff's expert on the usage of medical instruments for knee replacement surgery, in the context of alleged patent infringement.
- ***White paper on impact of U.S. export control policy***
Contributed to white paper evaluating the economic implications of U.S. export control policy on electronic design automation tool vendors. Submitted as part of Cadence Design Systems, Inc.'s response to the Department of

Commerce, Bureau of Industry and Security regarding Foundational Technology implementation of the 2018 Export Control Reform Act

Consumer Protection, Antitrust

- **Federal Trade Commission v. Meta Platforms, Inc.**
On behalf of Meta, supported affiliated expert in designing, developing, implementing, and analyzing the results of a multi-stage online field experiment to assess market definition. Meta prevailed at trial.
- **Environmental mass tort matters**
Supported expert in multiple matters in developing sampling proposals, and preparing statistical analyses of geospatial data on toxic substances and public nuisance claims using GIS techniques. Evaluated the opposing side's survey and GIS analyses.
- **Baxalta Inc., et al. v. Bayer Healthcare LLC**
Supported expert in the economic analysis of antitrust liability issues in *Walker Process Fraud* litigation involving pharmaceuticals for the treatment of Hemophilia A.
- **Payment card litigation**
Supported an affiliated expert in economic analysis and in preparing a report on competition issues related to fees in the payment card industry.
- **Cable provider litigation**
Supported experts in designing and implementing surveys to evaluate materiality of protection plans and guarantees offered to a cable company's customers.
- **Air cargo litigation**
Supported expert in econometric analysis and rebuttal of plaintiffs' affirmative damages model. Evaluated industry dynamics, transaction data, and damages exposure for several air cargo defendants.

Data Privacy

- **Anibal Rodriguez, et al. v. Google, LLC**
Supported academic expert in rebuttal of plaintiffs' damages model. Evaluated alleged misrepresentations and collection of consumer web and app activity.
- **State of Arizona, v. Google, LLC**
Supported academic expert in evaluating claims of "dark patterns" in UX design.

Statistical Sampling and Analysis

- **Residential mortgage-backed securities litigation**
In several matters, supported experts in the evaluation of statistical sampling and extrapolation techniques to detect defects in the mortgage underwriting process. Developed methods for extrapolating the sample results to the broader populations.
- **Jenkins et al. v. National Grid USA et al.**
Supported expert in providing a statistical sampling and extrapolation methodology to evaluate plaintiffs' allegations that National Grid violated the Telephone Consumer Protection Act.
- **Pudlowski, et al. v. The St. Louis Rams, LLC**
On behalf of the St. Louis Rams, supported expert evaluating the plaintiffs' statistical sampling and extrapolation methodology for determining the proportion of Missouri citizens in the proposed class.
- **C5 Medical Werks, LLC and CoorsTek Medical, LLC v. CeramTec GMBH**
On behalf of C5 Medical Werks, supported expert in a statistical analysis of the impact of chromium oxide on the hardness of ceramic material used in hip implants.

Finance and Securities

- **Cryptocurrency litigation**
Supported expert in critiquing opinions regarding perceptions and behaviors related to profit expectations of a cryptocurrency.
- **Saul Chill, et al. v. Calamos Advisors LLC**
United States District Court, Southern District of New York
On behalf of Calamos Advisors, supported affiliated expert on board governance and the scope of services involved in advisor and sub-advisor relationships.
- **Mutual fund litigation**
Supported expert in estimating dilution to investors that resulted from market timing and late trading practices in mutual fund complexes. Employed multiple estimation techniques.
- **Securities fraud litigation**
For Rule 10b-5 and Section 11 securities litigations, conducted analyses of stock and bond prices, event studies, impact of news and accounting disclosures on security prices, assistance in mediation, and settlement analysis.

ARTICLES AND PUBLICATIONS

"4 Steps To Designing Effective Survey Samples For Trial," with Zsófia Sipos, Zhaoning (Nancy) Wang, and Niall MacMenamin, *Law360.com* (October 1, 2025).

"Survey Says: Tips on Getting Over the Daubert Hurdle," with Rebecca Kirk Fair and Peter Hess, *Law Journal Newsletters: The Intellectual Property Strategist* (July 1, 2020).

TECHNICAL SKILLS

STATA, Python, SQL, SAS, MATLAB, Bloomberg, Capital IQ, Factiva, HTML, Java, VBA, ArcGIS, Sawtooth

LANGUAGES

English (fluent)
Swedish (native)
German (intermediate)
French (intermediate)