

# Alice Di Muzio

Senior Associate, London

Alice is a Senior Associate at RBB Economics, based in London. She holds a BSc and MSc in Economics and Social Sciences from Bocconi University in Milan and a master in Competition and Market Regulation from Barcelona School of Economics. Since joining RBB Economics in 2019, Alice has worked on a wide range of competition matters before the European Commission, and before national competition authorities, including in the UK and Australia.

Alice has advised clients on competition aspects before the European Commission and numerous national competition authorities, including the Competition and Market Authority (CMA) in the UK and the Australian Competition and Consumer Commission (ACCC) in Australia.

Her experience includes merger investigations raising both horizontal and non-horizontal concerns, in-depth Phase-II merger investigations as well as digital market regulations, abuse of dominance, cartels, and follow-on damage assessments.

Alice has provided economic advice across a wide range of sectors including biotechnology, manufacturing medical devices, pharmaceutical industry, insurance market, trucks and Ad Tech.

She has advised numerous high-profile clients such as Teva, Google, Scania, Illumina and Willis Tower Watson.

As an Italian national, Alice is fluent in Italian and English.



## Recent Case Experience

AON/Willis Tower Watson  
Merger, multiple jurisdictions, incl. EU

DMA Regulation (Google)  
Digital Market Regulation, EU

Google  
Ad Tech Market Investigation, EU

Google  
Digital Market Investigation, ACCC

Illumina/Graill  
Merger, EU

Teva (Copaxone)  
Alleged Abuse of Dominance, EU

Scania  
Trucks cartel follow-on damages litigation