

J. Roberto Parra Segura

Associate Principal, London



Dr J. Roberto Parra-Segura is an Associate Principal based in the London office of RBB Economics. He has more than ten years of experience in competition economics and holds a PhD in Economics from the University of Cambridge, an MSc in Economics from the University of Essex, and both a Master in Business Economics and a BSc in Mechanical Engineering from ITESM. Roberto has lectured graduate and undergraduate courses on mathematics, statistics, physics and economics at these universities, and has presented his work on game theory and econometrics at multiple universities and institutions in Mexico, Germany, Italy, the United Kingdom and China. The Faculty of Economics of the University of Cambridge awarded Roberto the Fellowship in Industry in 2009 and the Stevenson Prize as the best Fellow in 2010. A Mexican national, Roberto is fluent in English and Spanish.

Prior to joining RBB, Roberto worked as a process engineer for Robert Bosch, as a senior financial analyst for Pfizer-Warner Lambert and as an academic director at ITESM.

Roberto has advised clients on a variety of competition issues, including mergers and acquisitions, abuse of dominance, cartel investigations, market inquiries and litigation matters. He has specialist expertise in the application of quantitative techniques to damages estimation.

Since joining RBB, Roberto has worked on cases before the European Commission, as well as national competition authorities and courts in the UK, Spain, France, Germany, Italy, the Netherlands, Belgium, Portugal, Mexico, Brazil, Peru and Chile, amongst others.

Roberto has provided economic advice across a wide range of sectors, including advertising, the automotive industry, aviation, beverages, broadcasting, FMCG, food processing, intellectual property, newspapers, oil extraction, petrochemicals, private healthcare, sea freight and telecommunications.

Clients that Roberto has worked for include Anheuser-Busch InBev, British Airways, Discovery, Enesco, Iberia, LATAM, Maersk, Nespresso, Nordzucker, OLX, Procter & Gamble, Rowan, Shell, Scania, Spire Healthcare and Telefónica.

Recent Case Experience

Trucks
Antitrust litigation, Spain and multi-jurisdictional

AB InBev/SABMiller
Merger, EU and multi-jurisdictional

IAG/LATAM
Joint Business Agreement, EU and Chile

Private Healthcare
Market investigation, UK

Nespresso
Abuse of dominance, Belgium, France and Spain