

Alex Craig

Associate Principal, London

Alex is an Associate Principal based in RBB's London office. Since joining RBB in 2019, he has advised on a range of competition matters, including mergers raising horizontal and vertical concerns, abuse of dominance cases, market investigations and *ex ante* regulation.

He holds an MSc in Economics from the Barcelona School of Economics, and a BA degree in Politics, Philosophy and Economics from the University of Oxford.

Alex has experience in digital markets following his fifteen-month secondment to Google's Chief Economist team in 2024/25, with a particular focus on search engines, cloud services, and digital regulation (the CMA's DMCCA). He has also advised on a variety of other sectors, including pharmaceuticals, insurance broking, print and online news, rolling stock, petrochemicals, and industrial plastics.

Alex has worked on cases before the European Commission, US Department of Justice, UK Competition and Markets Authority, and various other national competition authorities, including those in Australia, India, Singapore, Saudi Arabia and South Africa.

Alex's experience covers a range of competition issues, including in-depth Phase-II merger reviews, abuse of dominance litigation, market investigations, and *ex ante* regulation.

He has worked with a number of high-profile clients including Alstom, Daily Mail and General Trust, Google, News UK, Premier League, Teva, Willis Towers Watson, and Saudi Aramco.

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Recent Case Experience

Google / Wiz
Merger, EU and multi-jurisdictional

Google
SMS investigation, UK

Teva
Alleged abuse of dominance, EU

Premier League v Manchester City
Litigation relating to abuse of dominance, UK

Aon / Willis Towers Watson
Merger, EU and multi-jurisdictional

Alstom / Bombardier
Merger, EU and multi-jurisdictional

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