

# Noah Mayall

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Noah Mayall is a Senior Associate at RBB Economics, based in London. He joined RBB in 2025 after having worked for over four years at the UK Competition and Markets Authority.

During his time at the CMA, Noah gained experience across mergers, market investigations, and consumer protection. He worked in the CMA's mergers intelligence function for over two years, screening several mergers each week across a wide range of sectors (including digital platforms, pharmaceuticals, and oil and gas) and advising senior decision makers on which transactions should be called in for a Phase I investigation.

Noah also worked on the CMA's Cloud Services Market Investigation for its entire duration, with a particular focus on Microsoft's software licensing practices. He therefore has experience in designing economic analysis and advising on emerging approaches to the economics of digital markets.

He holds an MSc in Philosophy of the Social Sciences with distinction from the London School of Economics, a First Class BA in Politics, Philosophy and Economics from the University of Manchester, as well as a Postgraduate Diploma in Economics for Competition Law and postgraduate qualifications in Statistics and Empirical Industrial Organisation.

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