

# Rocío Prieto

Principal, Madrid

Rocío is a Principal based in RBB's Madrid office. She is an economist specialising in the application of economics and econometrics to competition policy matters. She focuses on high-stakes antitrust litigation, expert witness testimony, and quantification of economic damages.

Over more than a decade, Rocío has built a distinct reputation for translating complex econometric modelling into clear, defensible arguments before the judiciary. She has extensive experience testifying before Spanish national courts, where her expert witness practice focuses primarily on damage litigation cases arising from infringements of Article 101 TFEU.

Rocío has been a key economic advisor in some of the most prominent antitrust disputes in Spain over recent years, including the milestone Trucks and Milk cartel litigations, as well as major claims involving vertical indirect price-fixing in fuel distribution. Her ability to anchor courtroom defence in bulletproof economic analysis has made her a trusted advisor across a wide range of sectors, including energy, retail distribution, pharmaceuticals, and capital markets.

Her deep understanding of the Spanish regulatory landscape is further highlighted by her past work playing a key role in the core economic analysis for a major project evaluating the impact of Competition Advocacy and Market Unity Reforms in Spain—a project whose results she personally presented before the Spanish competition authority (CNMC).

Beyond her core focus on Article 101 damage litigation, she also provides strategic economic counsel on broader antitrust matters, vertical restraints, abuse of dominance, market definition, and merger control issues.

Rocío holds a BA in Economics from University of Seville, a Master's in Economics and Welfare Evaluation from Pablo de Olavide University and a Master's in Competition and Market Regulation from Barcelona School of Economics.

Prior to joining RBB Economics, Rocío practiced at Oxera and KPMG, where she provided strategic economic counsel, conducted core economic analysis and developed expert reports covering cartel investigations, abuse of dominance, market definition, and commercial policy assessments for major corporate clients across diverse industries.

She is fluent in Spanish and English.



## Recent Case Experience

Trucks  
Damages, Spain

Dairy products  
Damages, Spain

Fuel distribution  
Damages, Spain

AIO products  
Damages, Spain

Insurance comparator  
Merger, Spain

Toy manufacturer  
Merger, Spain

Iberia  
Impact assessment/Merger,  
Spain

CNMC/DG REFORM  
Impact assessment, Spain

Retail/Supermarket  
Regulatory compliance, Spain

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