

# Francesca Amore

Associate Principal, Milan

Francesca Amore is an Associate Principal at RBB Economics, based in Milan. Francesca joined RBB in 2023 after having spent five years working at another leading economic consultancy in London and three years at the competition team of the Financial Conduct Authority (FCA), the regulator of financial services in the UK. She also has experience as a consultant in competition and policy evaluations in Italy.

Francesca has over ten years of experience as a competition economist; she has worked across various industries including financial services, digital markets, telecoms, energy, and pharmaceuticals.

Francesca has provided support and economic advice to businesses and legal advisors in competition cases, mergers, and market investigations before the European Commission and national competition authorities such as the Competition and Markets Authority (CMA) and the Italian Competition Authority (AGCM).

She has assisted in preparing expert reports and testimony on a variety of issues arising from antitrust allegations such as abuse of dominance and price fixing.

At the FCA, she contributed to market studies working on the assessment of a range of competition issues informed by empirical analyses of prices, firm business models, and consumer preferences. She contributed to the development of remedies aimed at addressing concerns in investigated markets and balancing the need to protect consumers and improve competition.

She also has experience as a consultant in competition and policy evaluations in Italy.

Francesca holds an MSc in Economics from Bocconi University and an MSc in Competition and Market Regulation from Barcelona School of Economics.

She is fluent in English and Italian.



## Recent Case Experience

Google / Wiz  
Merger, Global

Power cables  
Follow-on damages from cartel, Italy

Cloud services  
Market study (Ofcom), UK

Corrugated cardboard  
Follow-on damages from cartel, Italy

Children's social care  
Market study (CMA), UK

MMC/JLT  
Merger, EU

Greek electricity market  
Alleged foreclosing, EU

Investment and corporate banking  
Market study (FCA), UK