

Alejandro Silva

Vice President

Monument Economics Group

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Professional Summary

Alejandro Silva is a Vice President at Monument Economics Group (“MEG”), based out of the firm’s Philadelphia office. He has over 15 years of experience assisting clients by developing and applying economic and financial models to analyze high-stakes disputes in the areas of antitrust, contract breach, oil and gas, and finance. At MEG, Mr. Silva specializes in supporting experts in all aspects of testimony preparation, including data analysis and project management.

Mr. Silva’s experience spans industries including automotive, energy, e-commerce, financial services, airlines, chemicals, telecommunications, agricultural products, and consumer electronics. His experience includes developing sophisticated econometric models used to measure common impact and overcharges in horizontal price-fixing conspiracies as well as complex financial models for use in the valuation of assets under dispute. He has also developed economic models to measure occupancy tax losses to cities and states from alleged under-remittances from online travel companies. In that capacity, Mr. Silva has authored declarations and expert reports at the request of counsel.

Prior to joining MEG, Mr. Silva was a Senior Consultant at Econ One Research, Inc. and a Programmer Analyst at JD Power and Associates. At JD Power, he developed econometric models to price vehicles and measure consumer response to vehicle incentive programs.

Mr. Silva has a B.S. in Mathematics / Economics from UCLA and an M.B.A. in Finance (with Honors) from the UCLA Anderson School of Management. While at UCLA Anderson, Mr. Silva was awarded the prestigious J. Fred Weston Award for academic excellence in finance.

Education

- B.S., Mathematics / Economics, UCLA
- M.B.A., Finance (with Honors), UCLA Anderson School of Management

Expert Engagements

- In an occupancy tax dispute between the City of San Francisco and a major online travel company: submitted expert report quantifying alleged underpayment of occupancy taxes.
- *In the Matter of the Tax Appeal of Travelocity.com, LP v. Director of Taxation, State of Hawaii*. In a dispute between the State of Hawaii and online travel companies over general excise and occupancy taxes: performed analyses to estimate economic damages; submitted written declarations reviewing data production and describing data analyses.
- In *Expedia, Inc. et al. v. City of Portland, et al.* In a dispute between the City of Portland and Multnomah County and online travel companies over general excise and occupancy taxes: performed analyses to estimate economic damages; submitted written declarations reviewing data production and describing data analyses.

Selected Consulting Experience

- In *First Impressions Salon, Inc. v. National Milk Producers Federation et al.* In a class action matter alleging a supply restriction conspiracy intended to raise prices of cheese and butter products: managed merits and damages analysis, as well as industry research and preparation of exhibits.
- *In re: Capacitors Antitrust Litigation (IPP)*. For a class of indirect purchasers of aluminum, tantalum, and film capacitors: managed merits and damages analysis..
- For a breach of contract arbitration between two major oil and gas producers in the Delaware Basin: managed complex financial analysis and developed financial model to value disputed assets. Assisted counsel with deposition, testimony, and cross-examination preparation. Drafted rebuttal sections of expert report and assisted expert in review of discovery materials and analysis of expert work product and testimony.
- In an antitrust matter involving fuel surcharges in air cargo shipments: managed research and damages analysis, including the drafting of expert reports, on behalf of a major international logistics company.
- In a series of antitrust matters involving automotive parts: managed research and damages analysis to assess the effects of alleged bid rigging agreements by automotive parts suppliers on component price. Assisted counsel in preparation of settlement negotiations and mediations in the US and in Europe.

- In an antitrust matter involving orthodontic products: managed industry and market structure research and relevant market analysis.
- *In re Rail Freight Fuel Surcharge Antitrust Litigation*. In a class action antitrust matter involving the alleged passing on of fuel surcharges: analyzed expert reports and evaluated soundness of common impact analysis for class certification, managed analysis of complex transactional data, and assisted expert and counsel in hearing preparation.
- *In re: Polyurethane Foam Antitrust Litigation*. For a class of direct purchasers of polyurethane products: developed econometric models to estimate impact of conspiracy for class certification and to measure economic damages to class members. Managed processing and analysis of complex transactional data.
- *In re: High-Tech Employee Antitrust Litigation*. For a class of high-tech employees: analyzed the effect of non-poaching agreements by leading tech companies on employee compensation. Assisted counsel with discovery requests to obtain relevant compensation data from defendants. Supervised staff in processing complex compensation data.
- In an international arbitration dispute on behalf of the government of Venezuela: Reviewed and analyzed public and private financial information to generate discounted cash flow models to measure long-term value of international assets in dispute. Reviewed and analyze Spanish documents in native language.
- *In Re: CRT Antitrust Litigation (DPP)*. In an antitrust matter involving the alleged overcharge of cathode ray tubes (CRT): Managed the processing and analysis of complex transactional databases, including discovery requests and data questionnaires. Conducted economic and econometric analyses of issues related to common impact and damages for a class action involving direct purchasers of CRT products against an alleged cartel of major CRT manufacturers.
- *In City of San Antonio v. Hotels.com*. In a dispute between cities in the State of Texas and online travel companies over occupancy taxes: performed analyses for class certification and to estimate economic damages. Performed analyses to estimate future revenues to State of Texas.
- *Maxus Energy Company v. Occidental Chemical Corp*. In a dispute between Occidental Chemical Corp (“Oxy”) and Repsol YPF, reviewed documents and performed financial analysis to determine whether transfer of assets from Maxus to YPF constituted arm’s length transactions and were in Maxus’ economic self-interest.
- *In Re: TFT-LCD Antitrust Litigation (DPP)*. Supervised the review of discovery materials and processing of transactional sales data of leading LCD manufacturers in Asia. Performed economic and econometric analysis of issues related to common impact and damages.
- *In Jim Hood, Attorney General ex rel. State of Mississippi v. Microsoft Corporation*. In a class action antitrust case involving the alleged overcharge of software products: managed the processing and analysis of transactional data and profit

and loss data to generate overcharge model due to allegedly anticompetitive policies. Reviewed and analyzed discovery material and supervised team of analysts in data work.

- *In re Memorial Herrmann*. In an antitrust dispute between Houston Town and Country hospital and the Memorial Herrmann hospital system alleging exclusionary conduct. Performed analyses to estimate impact of alleged exclusionary conduct and estimate economic damages.
- *In U.S. ex rel. Wright v. Chevron USA, Inc., et al.* On a Qui Tam case on behalf of US Government: Developed economic models to estimate royalty underpayments from allegedly illegal discounts and false arm's length transactions in the natural gas market. Oversaw processing and analysis of complex transactional data for over 20 energy companies. Drafted expert reports and assisted expert in deposition preparation.
- *In American Express v. VISA and Mastercard*. In an antitrust matter involving the allegation of market foreclosure: performed analysis to measure effects of allegedly anticompetitive contract provisions and performed damages analysis.
- *In Columbus Drywall & Insulation, Inc., et al. v. Masco Corporation, et al.* For a class of purchasers of insulation products: Reviewed and processed defendant transactional data in case involving price fixing allegations for leading insulation manufacturers. Assisted in developing regression models to determine common impact and class-wide overcharges. Assisted counsel in settlement analysis.
- *In re Natural Gas Commodity Litigation*. In an antitrust matter involving the alleged manipulation of the natural gas futures' market: Developed and implemented time-series models to determine the impact of spot price manipulations on *the* futures market price of natural gas.

Professional Experience

Monument Economics Group, Philadelphia, PA

- Vice President: July, 2019 - Present
- Principal: June, 2018 – July 2019

Econ One Research, Inc., Los Angeles, CA

- Senior Consultant: January, 2017 – June, 2018
- Consultant: October, 2008 – December, 2016
- Sr. Analyst: February, 2007 – October, 2008
- Analyst: January, 2006 – February, 2007

J.D. Power and Associates, Troy, MI

- Programmer Analyst II: July, 2005 – January, 2006
- Programmer Analyst I: August, 2002 – July, 2005