

BRUCE A. STROMBOM, Ph.D.
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Bruce Strombom is an expert in applied microeconomics, finance, and quantitative and statistical analysis. He provides assistance to attorneys in all phases of pretrial and trial practice, prepares economic and financial models, and provides expert testimony in litigation and public policy matters. Dr. Strombom has conducted assessments of class certification, liability, and damages issues in cases involving antitrust, breach of contract, ERISA, false advertising, intellectual property, labor and employment, product liability, securities, and general commercial disputes.

Prior to joining Analysis Group, Dr. Strombom was Executive Vice President of a middle-market merger and acquisition firm, where he managed a financial and market research organization that provided valuation and consulting services to over 500 privately held companies annually. Previously, he was Consulting Manager at Price Waterhouse, where he provided litigation support and value enhancement consulting services, and Senior Financial Analyst at the Tribune Company, where he evaluated capital projects and acquisition candidates. Dr. Strombom holds a Ph.D. in economics from the University of California, Irvine, and a B.A. in economics from San Jose State University.

EDUCATION

Ph.D. Economics, University of California, Irvine
Fields: Finance and Industrial Organization
Thesis: Switching Cost, Price Sensitivity and Health Plan Choice

B.A. Economics, San Jose State University, San Jose, CA

PROFESSIONAL EXPERIENCE

2022 – present Senior Advisor, Analysis Group, Inc., Los Angeles, CA

2004 – 2021 Managing Principal, Analysis Group, Inc., Los Angeles, CA

1993 – 2004 Senior Associate and Vice President, Analysis Group, Inc., Los Angeles, CA

1992 Regional General Manager, Prodata, Inc., Sacramento, CA

1985 – 1991 Executive Vice President, Geneva Business Research Corp., Irvine, CA

1983 – 1985 Manager of Consulting Services, Price Waterhouse, Newport Beach, CA

1981 – 1983 Senior Financial Analyst, Tribune Newspapers West, Woodland Hills, CA

TESTIMONY AT DEPOSITION OR TRIAL IN THE LAST FOUR YEARS

General Commercial Litigation

- **Elizabeth J. VanCleave, et al. v. Abbott Laboratories**
Superior Court of the State of California for the County of Santa Clara
Evaluate plaintiffs' proposed method of estimating the price premium caused by alleged misleading health claims involving PediaSure products (expert report and deposition).
- **Richard A. Newton, Sr., et al. v. Brighthouse Life Insurance Company**
United States District Court, Northern District of Georgia, Atlanta Division
Evaluate how differences in funding of universal life insurance policies affects damages due to allegedly excessive cost of insurance rates across members of a proposed class (deposition).
- **Sorrento Therapeutics, Inc. and Concorthis Biosystems, Corp. v. Dr. Zhenwei Miao, et al.**
Superior Court of the State of California County of San Diego, Central Division
Calculate damages due to alleged breach of contract and breach of fiduciary duty (deposition).
- **Chasom Brown, et al. v. Google LLC**
United States District Court, Northern District of California
Evaluate plaintiffs' methods of calculating the value of personal information allegedly received by Google while users were in private browsing mode, computing Google's profit from the use of such information and determining whether all members of the proposed class were injured (declaration and deposition).
- **John Cepelak, et al. v. HP Inc.**
United States District Court, Northern District of California
Review and comment on plaintiffs' proposed method of calculating the value of color ink used when printing black and white documents using certain HP printers (expert report and deposition).
- **Kimberly Banks, et al. v. R.C. Bigelow, Inc.**
United States District Court, Central District of California
Evaluate plaintiffs' proposed method of determining the price premium caused by the allegedly false claim that certain Bigelow tea products were manufactured in the USA (declaration and deposition).
- **Eileen-Gayle Coleman, et al. v. United Services Automobile Association (USAA)**
United States District Court, Southern District of California
Assess whether the fact of injury and the quantum of damages to members of a class of automobile insurance policyholders can be determine using common proof (expert reports and deposition).
- **American Healthcare Administrative Service, et al. v. Lance Aizen**
Superior Court of the State of California, County of Placer
Calculate the amount due to the former CEO from termination of an employment agreement and evaluate company performance relative to forecasts (deposition).
- **Patrick Calhoun, et al. v. Google LLC**
United States District Court, Northern District of California, San Jose Division
Evaluate plaintiffs' proposed method for identifying members of the class, establishing injury and calculating damages to users of the web browser Chrome caused by Google's alleged unlawful collection and use of personal information (expert report and deposition).

- **Eric Fishon, et al. v. Peloton Interactive, Inc.**
United States District Court, Southern District of New York
Evaluate whether the methodologies proposed by plaintiffs can be used to calculate damages on a class-wide basis using evidence common to proposed class members (expert reports and depositions).
- **Taqueria El Primo LLC, et al. v. Farmers Group, Inc., et al.**
United States District Court, District of Minnesota
Examine economic issues related to alleged harm to consumers who purchased no-fault automobile insurance caused by "no-bill" agreements with certain health care providers (declarations, expert report and deposition).
- **Sherris Minor, et al. v. Baker Mills, Inc. and Kodiak Cakes**
United States District Court, Northern District of California
Assess whether the methodologies proposed by plaintiffs can be used to calculate damages on a class-wide basis using evidence common to proposed class members (expert report and deposition).
- **Byron Jackson, et al. v. Anheuser-Busch Companies, LLC**
United States District Court, Southern District of Florida, Miami Division
Evaluate whether marketplace evidence indicates a price premium associated with alleged false advertising and whether any price premium is common to the proposed class (expert report and deposition).
- **John Nypl, et al. v. JPMorgan Chase & Co., et al.**
United States District Court, Southern District of New York
Evaluate whether plaintiffs can determine, using class-wide proof, the fact of antitrust injury and the amount of damages to members of a proposed class of retail foreign exchange customers caused by alleged manipulation of spot rates by a cartel of traders in interbank foreign currency markets (expert report and deposition).
- **In re: Brinker Data Incident Litigation**
United States District Court, Middle District of Florida
Evaluate whether plaintiffs demonstrated common impact across putative class members and whether the proposed methodologies for calculating class-wide damages related to an alleged data breach are reliable (expert declaration and deposition).
- **RCS Creditor Trust v. Nicholas S. Schorsch, et al.**
The Court of Chancery of the State of Delaware
Evaluate economic evidence related to the level of compensation paid to broker-dealers of non-traded REITs (expert report, deposition and testimony at trial).
- **Camille Cabrera, et al. v. Bayer Healthcare LLC and Bayer Corporation**
United States District Court, Central District of California
Evaluate whether data on transaction prices and volumes support claims of a price premium associated with an allegedly false label claim and whether the proposed methodology can be used to calculate damages to consumers of childrens' vitamins on a classwide basis (expert reports and deposition).

- **Stanley F. Frompovicz, et al. v. Niagara Bottling, LLC**
United States District Court, Eastern District of Pennsylvania
Examine economic issues related to class certification and determine whether economic impact and damages to spring water extractors and bottlers can be determined on a classwide basis (expert report and deposition).
- **Dikla Gavrieli v. Kfir Gavrieli**
Superior Court of the State of California, County of Los Angeles
Determine the value of a digital native vertical retailer at various dates and rebut plaintiff's damages calculation (depositions and testimony at trial).
- **Debbie Krommenhock, et al. v. Post Foods LLC**
United States District Court, Northern District of California
Assess whether plaintiffs' proposed use of conjoint analysis provides a reliable method of calculating class-wide damages in this matter involving alleged misleading health claims on boxes of Post cereal (expert reports and deposition).
- **Maricopa County v. Office Depot, Inc.**
United States District Court, District of Arizona
Calculate damages from the alleged failure to comply with the terms of a contract that guaranteed the plaintiff the lowest prices offered by the defendant (expert report and deposition).

ERISA

- **Kevin Moitoso, et al. v. FMR LLC, et al.**
United States District Court, District of Massachusetts
Evaluate whether a defined contribution retirement plan and its members incurred economic losses attributable to alleged breaches of fiduciary duty under ERISA (expert reports, declarations and deposition).
- **Theresa Brown, et al. v. Nationwide Life Insurance Company, et al.**
United States District Court, Southern District of Ohio Eastern Division at Columbus
Assess, from an economic perspective, whether claims that Nationwide charged unreasonable asset-based fees for the provision of recordkeeping and other administrative service can be evaluated on a class-wide basis (expert report and deposition).

Health Care and Health Insurance

- **Value Drug Co., et al. v. Takeda Pharmaceuticals U.S.A., Inc., et al.**
United States District Court, Eastern District of Pennsylvania
Determine the number of proposed class members and comment on plaintiffs' claim of antitrust injury to members of a proposed class of direct purchasers of Colcrys (colchicine) caused by an alleged conspiracy between a group of brand and generic manufacturers to delay generic competition (expert reports, deposition and testimony at hearing).
- **KPH Healthcare Services, Inc. v. Gilead Sciences, Inc., et al.**
United States District Court, Northern District of California
Evaluate economic issues related to class certification and determine the number of putative members of a class of direct purchasers of three fix dose combination antiretroviral drugs for the treatment of HIV (expert report and deposition).

- **Jennifer Bennett, et al. v. Quest Diagnostics, Inc.**
United States District Court, District of New Jersey
Evaluate plaintiffs' proposed method for identifying members of proposed classes, determining "fair and reasonable" prices for laboratory tests and calculating damages sustained by each member of the proposed classes (expert report and deposition).
- **In re Ranbaxy Generic Drug Application Antitrust Litigation**
United States District Court, District of Massachusetts
Evaluate economic issues related to certification of a class of third party payors and calculate damages from the allegedly wrongfully obtained first-to-file exclusivity for generic versions of Diovan, Valcyte and Nexium (expert report and deposition).
- **In re Glumetza Antitrust Litigation**
United States District Court, Northern District of California
Evaluate whether antitrust injury to each putative class member can be proven with common evidence and whether the proposed method for calculating aggregate overcharges through common evidence is reliable (expert reports and depositions).
- **In re Zetia (Ezetimibe) Antitrust Litigation**
United States District Court, Eastern District of Virginia, Norfolk Division
Examine economic issues related to the certification of a class of direct purchasers (expert reports and deposition).
- **The Hospital Authority of Metropolitan Government of Nashville and Davidson County Tennessee, et al. v. Momenta Pharmaceuticals, Inc., et al.**
United States District Court, Middle District of Tennessee, Nashville Division
Evaluate the proposed method of calculating class-wide damages to end-payors from the alleged manipulation of the generic approval process and resulting delay of generic entry and determine to what extent increased prices at the manufacturer level impact prices paid by end-payors (expert report and deposition).

Automotive

- **Mary Quackenbush, et al. v. American Honda Motor Company, Inc., et al.**
United States District Court, Northern District of California
Evaluate economic issues related to class certification including plaintiffs' proposed use of the cost to repair an alleged defect in variable timing control actuators as a measure of benefit of the bargain damages (expert report and deposition).
- **Barry Rebuk, et al. v. Ford Motor Company of Canada, et al.**
Ontario (Canada) Superior Court of Justice
Evaluate whether representations of fuel consumption ratings based on an older 2-cycle Testing Method resulted in overcharges for Ford vehicles sold in Canada (expert reports and cross examination).

- **Ronald Garcia, et al. v. Harley Davidson Motor Company Group, LLC**
United States District Court, Northern District of California
Evaluate economic issues related to class certification including plaintiffs’ proposed use of the cost to repair an alleged defect in ABS as a measure of benefit of the bargain damages (expert report and deposition).
- **Biljana Capic, et al. v. Ford Motor Company of Australia Limited**
Federal Court of Australia, District Registry: New South Wales
Evaluate the plaintiffs’ method of calculating excess depreciation, diminution in value at the point of initial purchase and other harm resulting from allegedly defective transmissions in certain Ford vehicles (expert reports and testimony at trial).
- **Shawn Alger, et al. v. FCA US LLC**
United States District Court, Eastern District of California
Evaluate plaintiffs’ proposed use of replacement cost as a measure of classwide damages caused by allegedly defective active head restraint systems (expert report and deposition).
- **In re: FCA US LLC Monostable Electronic Gearshift Litigation**
United States District Court, Eastern District of Michigan, Southern Division
Analyze used car prices for evidence of diminution of value resulting from alleged defects in electronic gearshifts (expert reports and depositions).

PAPERS AND PRESENTATIONS

“Using Cash Flows Versus Accrual Net Income,” (co-author), *Calculation of Lost Profits Damages – Theory and Practice*, 1st ed., Everett and Kinrich, eds., Valuation Products and Services LLC, 2017 and 2nd ed. 2022.

“Product Liability Litigation Involving Pharmaceuticals and Medical Devices: How Has It Changed in the Big Data/Social Media Era?” Law and Economics Symposium, MIT Sloan, Samberg Center, May 6 2019, Cambridge, MA.

“Competition in Title Insurance Markets Since the Great Recession,” presented at the National Conference of Insurance Legislators, Summer Meeting, July 11, 2013, Philadelphia, PA.

“Use The Right Model For Auto Defect Suits,” Law360, July 09, 2013.

“Class Certification and Damages Theories: Consumers’ Valuation of Un-priced Product Attributes,” presented at a Webinar continuing legal education forum sponsored by Ballard Spahr, May 16, 2012.

“Statistical Analyses in Proactive Audits and Employment Litigation,” presented at a Webinar continuing legal education forum for attorneys sponsored by Analysis Group, Inc. May 20, 2009.

“The Subprime Mortgage Crisis and Disclosures: What Went Wrong?” presented at a Webinar continuing legal education forum for attorneys sponsored by Analysis Group, Inc., July 29, 2008

“The Subprime Mortgage Crisis and Disclosures: What Went Wrong?” presented at a continuing education forum for attorneys sponsored by Analysis Group, Inc., June 24, 2008, San Francisco, CA.

“Subprime Litigation: A Survival Guide,” presented at Institutional Investor Legal Forum Summer Roundtable, June 18, 2008, Santa Monica, CA.

“Subprime Lending Litigation,” Program Co-chair at a continuing education forum for attorneys sponsored by CLE International, May 8 and 9, 2008, Los Angeles, CA.

“Reductions in Force: Strategies to Minimize Litigation Risk in Downsizing,” presented at a continuing education forum for attorneys sponsored by K&L Gates, January 17, 2008, New York, NY.

“Investigation of Racial Profiling by the LAPD – Pedestrian and Motor Vehicle Post-Stop Data Analysis Report,” City of Los Angeles, July 2006.

“An Assessment of Competition in California Title Insurance and Escrow Markets,” with Bruce Stangle, report prepared for First American Title Insurance Company, August 30, 2006.

“Evaluation of Proposed Regulations for the California Title Insurance and Escrow Industry,” with Bruce Stangle, report prepared for First American Title Insurance Company, August 30, 2006.

“Competition and Title Insurance Rates in California,” with Bruce Stangle, report prepared for First American Title Insurance Company, January 23, 2006.

“Competition and Title Insurance Prices in California,” report and presentation to the National Association of Insurance Commissioners (NAIC), Title Insurance Working Group, June 2006, Washington DC.

“Switching Cost, Price Sensitivity and Health Plan Choice,” *Journal of Health Economics* 21, January 2002, p. 89-116.

“Risk Selection Caused by the Correlation of Health Status and Sensitivity to Price,” Research in Health Care Financial Management Symposium, August 2001, Best Research Paper Award.