

**BRIAN SCOTT GORIN**  
**Managing Principal**

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Mr. Gorin has more than 30 years of experience as a strategy and economic consultant with deep expertise in the health care, chemicals, oil and gas, agriculture, and automotive industries. He leads large, complex engagements in antitrust matters, health care strategy, and large commercial litigation cases, providing direct leadership at every stage of engagement, from strategy to implementation. In addition to his own expert work, Mr. Gorin regularly identifies and collaborates with leading academic and industry affiliates. Mr. Gorin's unique experience across industries and practices allows him to leverage his complementary strategic, economic, and specific subject matter expertise to provide pragmatic solutions to address clients' complex business and legal challenges.

Mr. Gorin's work in antitrust and competition cases has included the analysis of alleged anticompetitive behavior and the evaluation of the competitive impact of mergers and acquisitions in strategic, regulatory, and litigation contexts. In these cases, Mr. Gorin has defined and analyzed relevant markets, assessed potential or past competitive impact, simulated the outcome of mergers and acquisitions in the marketplace, and evaluated potential antitrust remedies. As a leading expert in Analysis Group's Health Care Strategy practice, Mr. Gorin works with diagnostic innovators and manufacturers to develop acquisition and growth strategies, create plans to achieve favorable coverage and reimbursement in the United States and international markets, and design and implement evidence development strategies to support coverage and reimbursement goals. In commercial litigation cases, he regularly leads teams and experts to support clients in matters related to liability and damages, such as valuation, economic harm, accounting, corporate governance, and organizational performance and culture.

Prior to joining Analysis Group, Mr. Gorin was a partner in the worldwide Energy, Chemicals, and Pharmaceuticals Group at Booz-Allen & Hamilton, Inc.

**EDUCATION**

- 1991 M.B.A., Columbia University Graduate School of Business, New York, NY
- 1987 M.S., Chemical Engineering, Massachusetts Institute of Technology, Cambridge, MA
- 1986 B.S., Chemical Engineering, Massachusetts Institute of Technology, Cambridge, MA

**PROFESSIONAL EXPERIENCE**

- March 1999 – Present Managing Principal, Analysis Group
- October 1998 – March 1999 Vice President, Booz-Allen & Hamilton, Inc.
- March 1995 – October 1998 Principal, Booz-Allen & Hamilton, Inc.

March 1993 – March 1995 Senior Associate, Booz-Allen & Hamilton, Inc.

July 1991 – March 1993 Associate, Booz-Allen & Hamilton, Inc.

February 1987 – August 1989 Research Associate, Booz-Allen & Hamilton, Inc.

## **PUBLICATIONS AUTHORED IN PRECEDING TEN YEARS**

“Do Electric Cars Make Economic Sense for the Mass Market?” White Paper (2010)

“The U.S. Electric Car Race: What Do Consumers Really Want?” White Paper (2010)

“The Drug Delivery Dilemma,” SCRIP Supplement, Informa HealthCare (2007)

## **TESTIMONY AS AN EXPERT WITNESS**

MAC’s Shell Service, Inc., et al., v. Shell Oil Products Company LLC, Shell Oil Company, and Motiva Enterprises LLC, 2004, 01-CV-11300-RWZ, U.S. District Court for the District of Massachusetts. Expert report and testimony.

## **SELECTED ENGAGEMENTS**

Mr. Gorin and his colleagues supported a major chemical company in the assessment of potential antitrust concerns of potential horizontal mergers being considered by management. Mr. Gorin and the Analysis Group team identified relevant markets, estimated critical elasticities, and provided guidance to counsel and management with respect to their business development options.

Mr. Gorin led a team to assist a major semiconductor equipment company in the assessments of strategic risks to their business. The team assisted management in the identification of most critical technologies and capabilities required to support next generation equipment (both wafer size and feature size). The resulting technology roadmap was used to identify where value capture opportunities would be greatest in the coming years and to identify which companies (competitor or otherwise) were best positioned to capture that value.

Mr. Gorin supported a U.S.-based automotive OEM in the development and implementation of a strategy to optimally feature and price the vehicles it offers. Mr. Gorin led a team to identify and create the requisite consumer data to understand consumer’s willingness to pay for specific optional or trim level features. A tool was designed to allow the client to utilize this information in featuring and pricing of vehicles.

Mr. Gorin worked with a major agribusiness and biotechnology company to help develop and implement a corporate biotechnology strategy. Mr. Gorin worked closely with the client’s senior leadership team to define the way the industry would evolve, where value was likely to be created and captured, how the client could influence the development of the industry, and the client’s resultant strategic options. The team then worked with the client on a series of initiatives, many of them acquisitions or strategic alliances, to begin putting the infrastructure in place to support the strategy.

Mr. Gorin worked with a U.S.-based commodity chemicals manufacturer to develop a market access and distribution strategy for chemical resins used in the manufacture of clear, rigid plastics sheets. The effort entailed defining the evolving competitive marketplace in which the client competed, identification of options for better serving that market, and modeling the economics of potential strategic choices. The

identification of strategies involved assessing the relative benefits of forward integration versus various joint venture and distribution strategies.

For major player in the coal gasification business, Mr. Gorin led a team that assessed the viability of Greenfield chemicals from coal facility. The effort required development of an econometric price model and forecast for a variety of key input and output energy and chemical commodity prices, a series of Monte-Carlo simulations of the impact of expected price volatility on project returns, and an assessment of various financial risk mitigation strategies to stabilize project returns. The results of the effort led to substantial change in target market and contracting approaches for the project.

In an engagement for a major U.S. gasoline marketer, Mr. Gorin led the development of growth strategy. The most attractive markets for future expansion and business growth for the client were identified, and a model was developed that allowed the client to assess and prioritize a range of facility improvement options across several thousand retail sites. The recommended strategy took into account the differences in behavior between company-owned-and-operated retail sites and lessee dealer sites.