

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	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

- **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).
- **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).
- **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 report and deposition).
- **Sherris Minor, et al. v. Baker Mills, Inc. and Kodiak Cakes, LLC**
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, et al.**
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, et al.**
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).
- **Iconlab Inc., et al. v. Valeant Pharmaceuticals International, Inc., et al.**
United States District Court, Central District of California, Southern Division
Evaluate lost profits and unjust enrichment in this matter involving alleged misappropriation of trade secrets related to the sale of intraocular lenses in Turkey and India (expert report and deposition).
- **Denis Marc Audet, et al. v. Stuart A. Fraser, et al.**
United States District Court, District of Connecticut
Review economic evidence related to class certification in this matter involving the sale of virtual currency mining equipment and cloud-hosted mining and the initial coin offering of the cryptocurrency Paycoin (expert reports and depositions).
- **Gregory Greene, et al. v. Mizuho Bank and Mark Karpeles**
United States District Court, Northern District of Illinois, Eastern Division
Evaluate economic issues related to class certification in this matter involving the bankruptcy of the bitcoin exchange Mt. Gox (expert report 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).
- **Steve Wildman, et al. v. American Century Services, LLC, et al.**
United States District Court, Western District of Missouri
In this ERISA class action involving claims that a 401(k) plan sponsor breached fiduciary duties, plan fees were excessive and investment options were imprudent, evaluate whether liability and damages can be determined on a class-wide basis without individualized inquiry and evaluate plaintiffs' damages estimate (expert reports, deposition and testimony at trial).

Health Care and Health Insurance

- **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 alleged 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).

- **In re Loestrin 24 FE Antitrust Litigation**
United States District Court, District of Rhode Island
Evaluate availability of an administratively feasible method for ascertaining the members of a proposed end-payor class and the economic role of PBMs in retail prescription drug transactions (expert report, deposition and testimony at hearing).
- **Francis Fenwick, et al. v. Ranbaxy Pharmaceuticals, et al.**
United States District Court, District of New Jersey
Evaluate plaintiffs' proposed methodology for identifying class members and calculating damages on a class-wide basis to consumers who purchased generic atorvastatin that may have contained a foreign material (expert report and deposition).
- **In re Wellbutrin XL Antitrust Litigation**
United States District Court, Eastern District of Pennsylvania
Evaluate the ascertainability of members of a class of indirect purchasers given risk-sharing arrangements in the distribution of pharmaceuticals and the “pass-on” of health care costs by health plans in the form of higher premiums (expert reports and deposition).

Title Insurance

- **In The Matter of First American Title Insurance Company Market Conduct Examination**
Before the Indiana Commissioner of Insurance
Review and evaluate the methods of statistical sampling, extrapolation and calculation of alleged overcharges and premium tax underpayments used in the Department of Insurance's Market Conduct Examination (expert report, deposition and testimony at hearing).

Automotive

- **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).
- **Tom Kondash, et al. v. Kia Motors America and Kia Motors Corp.**
United States District Court, Southern District of Ohio
Evaluate the plaintiffs' proposed method of calculating class-wide damages resulting from alleged defects in panoramic sunroofs (expert report and deposition).
- **Billy Glenn, et al. v. Hyundai Motor America, et al.**
United States District Court, Central District of California
Evaluate the plaintiffs' proposed method of calculating class-wide damages and conduct a statistical analysis of the fracture rates of conventional and panoramic sunroofs (expert report and deposition).
- **Margie Daniel, et al. v. Ford Motor Company**
United States District Court, Eastern District of California
Evaluate repair costs for fleet vehicles for evidence of excess tire wear and review prices of used car transactions for evidence of excess depreciation in the Ford Focus (expert report, deposition and testimony at trial).

PAPERS AND PRESENTATIONS

“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.

“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.

“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.