

**HAIMIN ZHANG, PH.D.**  
**Vice President**

Direct: 213 896 4653  
Mobile: 213 458 6015  
haimin.zhang@analysisgroup.com

333 South Hope Street  
27th Floor  
Los Angeles, CA 90071

Dr. Zhang specializes in applying econometrics and statistical methods to complex litigation matters. She conducts economic analyses and manages case teams to support academic and industry experts in their preparation of testimony and reports. Dr. Zhang has worked on class certification, liability, and damages issues across a broad range of areas, including false advertising, consumer protection, intellectual property (IP), finance, and commercial litigation. In false advertising, consumer protection, and IP matters, Dr. Zhang has assisted experts in developing, administering, and analyzing surveys and experimental studies. In finance matters, her experience includes the evaluation of risk management practice, portfolio management, mutual fund fees, investment suitability, recordkeeping fees, and corporate governance, as well as estimation of damages. Throughout multiple commercial litigation matters, she has supported experts on topics related to breach of contract and wrongful foreclosure, among other issues.

**EDUCATION**

2014	Ph.D., economics, The University of British Columbia, Canada
2008	M.A., economics, The University of British Columbia, Canada
2007	B.A. (honors), finance and banking, Zhejiang University, China

**PROFESSIONAL EXPERIENCE**

2014–Present    Analysis Group, Inc.  
                    *Vice President (2024–Present)*  
                    *Manager (2020–2023)*  
                    *Associate (2017–2020)*  
                    *Economist (2014–2017)*

**SELECTED LITIGATION CONSULTING WORK**

**Antitrust and Competition**

- Provided consulting support to counsel in a settlement regarding a Canadian antitrust class action related to an alleged conspiracy to fix and artificially raise prices in the technological products components industry.
- Supported an expert in an economic analysis related to market definition in an M&A review in the Canadian fertilizer industry.

### **Breach of Contract**

- Supported an industry expert in examining practices related to restrictive covenants in employment contracts.
- Supported an economics expert and an industry expert in a contract dispute during a bankruptcy proceeding.
- Supported an expert in the assessment of damages in multiple breaches of contract in the consumer debt industry.
- Supported an expert in the assessment of damages in a breach of contract matter related to a joint venture agreement for the manufacturing of heavy vehicle components.

### **Commercial Disputes**

- Supported an expert in assessing damages in arbitration related to the export of hay and forage crops to customers in the Asian market.
- Supported an expert in evaluating the plaintiffs' damages claim in several wrongful foreclosure class actions.
- Provided consulting support to counsel in assessing the impact of a recall in the automotive industry.

### **Consumer Behavior, Survey, and Experiment Design**

- Supported a marketing expert on class certification and liability-related topics pertaining to the purchase decisions of consumers related to flight purchases.
- Supported a marketing expert on class certification and consumer behavior issues related to high-yield savings accounts.
- Supported a marketing expert in rebutting a usage survey in a patent infringement case involving medical equipment.
- Supported a marketing expert in rebutting the plaintiffs' survey experts in multiple false advertising class actions involving malt beverages.
- Supported a marketing expert in designing and administering surveys and experiments to evaluate consumer perceptions and purchasing decisions in a strike-through pricing matter involving mattress purchases.
- Supported a marketing expert in designing and administering surveys and experiments to evaluate consumer perceptions and purchasing decisions, and in rebutting the plaintiffs' expert's conjoint survey, in a patent infringement case involving a hairstyling tool.
- Supported a marketing expert in designing and administering surveys and experiments to evaluate consumers' understanding, perception, and/or expectations related to alleged misleading plant-based claims on packages of baby wipes.
- Supported a marketing expert in designing and administering surveys and experiments to evaluate 401(k) plan participants' preference for proprietary investment options.

- Supported a marketing expert in designing and administering surveys and experiments to evaluate consumers' understanding, perception, and/or expectations related to their personal information while browsing the internet.
- Supported a marketing expert in evaluating whether the plaintiffs' proposed use of conjoint analysis provided a reliable method of estimating the price premium of the alleged misleading joint health claims on boxes of a canine joint supplement.
- Supported a marketing expert in assessing whether the plaintiffs' conjoint analysis in a false advertisement action for an eyeglasses retailer was conducted in a valid and reliable manner, based on scientifically sound methods and reasoning; the assessment resulted in reliable data.
- Supported a marketing expert in evaluating whether and how a house-sharing platform's policies and practices were material to users' wrongful acts.
- Supported an expert in the assessment of adaptive self-explication for multi-attribute preferences methodology regarding a consumer electronic product.

### **Copyright Disputes**

- Provided consulting support to counsel in the assessment of settlement terms in a copyright dispute on behalf of one of the largest digital music streaming services.
- Supported an expert in the assessment of damages in a copyright dispute on behalf of a satellite radio provider.

### **ERISA**

- In several cases, supported economic experts in evaluating the appropriateness of including certain investments as options in employer-sponsored retirement plans. Evaluated the performance of various investment options and performed a review of the relevant academic literature.
- In several cases, supported economic experts in evaluating damages related to the inclusion of certain investments as options in employer-sponsored retirement plans.
- In several cases, supported industry experts in evaluating the prudence of the selection of recordkeeping services, and the reasonableness of the recordkeeping expense.

### **False Advertising**

- Supported an economics expert in assessing whether the plaintiffs' proposed use of conjoint analysis provided a reliable method for calculating class-wide damages in a matter involving an allegedly misleading label for a probiotic supplement.
- Supported an economics expert in assessing whether the plaintiffs' proposed use of conjoint analysis provided a reliable method of calculating class-wide damages involving alleged misleading protein claims on boxes of pancake mix.
- Supported an economics expert in assessing whether the plaintiffs' proposed use of conjoint analysis provided a reliable method of calculating class-wide damages involving alleged misleading health claims on boxes of breakfast cereal.

## **Finance**

- Supported a risk management expert in assessing whether an asset manager's risk management process was consistent with industry practice.
- Supported an investment expert in assessing whether an asset manager's portfolio management process, use of portable alpha, and derivative trading strategy were consistent with industry practice.
- Supported a finance expert in evaluating the portfolio management of a large family office.
- Supported an industry expert in preparing a report on the pricing of guaranteed notes in the mortgage-backed securities industry.
- Supported an expert in estimating damages as a result of a wrongfully frozen account for a European holding company.
- Supported an expert in the assessment of the reasonability of settlement terms in a securities class action involving a Belgian financial company.
- Supported an expert in traffic and revenue forecasting related to the issuance of financial guarantee insurance based on toll road facilities.
- Provided consulting support using a machine learning algorithm to study the impact of climate change on stock prices.

## **Health Care**

- Supported an epidemiologic expert in a consulting project to assess the adverse event reporting related to a heartburn drug.
- Supported a biostatistics expert in the assessment of clinical performance data involving a medical device.
- Provided consulting support to counsel in analyzing clinical trial data to assess the side effects of a drug.
- Studied the patient characteristics and the intertemporal reporting patterns of adverse events for atorvastatin (Lipitor) and sibutramine (Meridia) on social media (AskaPatient.com) versus in the US Food and Drug Administration Adverse Event Reporting System.

## **IP**

- Supported an expert in the assessment of damages in a breach of contract and trade secret arbitration brought against an investment advisory and management firm in California.
- Supported an expert in the assessment of damages in patent infringement litigation regarding computer forensics and corporate information security products.

## **Section 36(b)**

- Supported an expert in an analysis of the fees charged by a portfolio management company in the mutual fund industry. Analyzed the expense ratio of the at-issue funds compared to stated

benchmarks and peer groups of similar funds, evaluated the competitiveness of the relevant market, and evaluated the fees charged by the at-issue funds compared to those charged by comparable funds.

### **Strategy**

- Conducted economic impact studies based on input-output methodology on behalf of one of the largest US technology companies to assess its economic contribution to and employment impact on the US economy and the economies of various other jurisdictions (Japan, China, European states).

### **Technology**

- Supported an industry expert in preparing a report on hard drive disk manufacturing.

### **PUBLICATIONS**

“Evaluating Section 230 Liability in The Sharing Economy,” with Diego Focanti, Niall MacMenamin, Andrew Myers, Michael Williams, and Janos Zsiros, *Law360* (2019)

“Can Social Media Data Lead to Earlier Detection of Drug-Related Adverse Events?,” with Mei Sheng Duh, Pierre Cremieux, Marc Van Audenrode, Francis Vekeman, Paul Karner, and Paul Greenberg, *Pharmacoepidemiology and Drug Safety* (2016)

### **LANGUAGES**

Chinese (native), English (fluent)