

Resale Price Maintenance Workshop

Participant Biographies

May 20, 2009

JOHN ASKER

John Asker is an Assistant Professor of Economics at the Stern Business School at New York University. Professor Asker's research covers topics related to cartel behavior, vertical restraints, procurement design, and the effects of industry subsidies. His research has appeared in journals including the American Economic Review, the RAND Journal of Economics, the Journal of Public Economics and Economic Theory. He has held visiting positions at the Centre of the Study of Industrial Organization at Northwestern University, the Federal Reserve Bank of New York and Melbourne Business School. He is also a Faculty Research Fellow at the National Bureau of Economic Research. Outside of the academy he has worked as a political advisor, economic consultant and expert witness. He holds a Ph.D. and an M.A. from Harvard University and a B.Ec(Hons) from the Australian National University.

DANIEL M. GARRETT

Dan Garrett, a Vice President at Cornerstone Research, specializes in applying economic and econometric analyses to antitrust, securities, and breach of contract matters. He has managed teams that supported liability and damages experts in class actions such as In re Cigarette Antitrust Litigation, In re High Fructose Corn Syrup Antitrust Litigation, and In re Sorbates Antitrust Litigation. He has also provided expert testimony. Dan's recent work includes retention by counsel for Leegin to support Prof. Kenneth G. Elzinga of the University of Virginia. He coauthored "Economics of Antitrust: An Economic Analysis of Resale Price Maintenance," published in The Antitrust Review of the Americas, 2008, a Global Competition Review special report. He received a BA in economics and philosophy from the University of Virginia and Ph.D. in economics from Stanford University.

Gregory T. Gundlach

Gregory T. Gundlach, Ph.D., J.D. is the Coggin Distinguished Professor of Marketing at the University of North Florida and Senior Research Fellow at the American Antitrust Institute. Before coming to the University of North Florida, Professor Gundlach was the John Berry, Sr. Professor of Business at the University of Notre Dame where he was a faculty member since 1987. Professor Gundlach's research interests focus on vertical (i.e., supply chain, distribution, retailing) and horizontal (i.e., competition) business relationships and practices with particular emphasis on how such associations are managed, their performance, and the nature of business and public policy implications that may result. He has coauthored two books on marketing's interplay with society and his research has appeared in numerous academic publications in marketing and related fields of public policy. Professor Gundlach has been recognized as among

the *Top 50 Scholars in Marketing* based on average annual citations in the “top three” journals and is among the most prolific contributors to the *Journal of Public Policy & Marketing* over its 20 year history. Among his recent activities he is working with a number of scholars to examine the recent Supreme Court decision in *Leegin Creative Leather Products v. PSKS*. Professor Gundlach is also editing a Special Issue of the *Antitrust Bulletin* that examines the decision and its implications for antitrust. In his capacity as Senior Fellow with the *American Antitrust Institute*, Professor Gundlach has co-chaired five annual international interdisciplinary roundtables and symposiums on the implications of business and marketing theory and practices for competition policy and antitrust. Professor Gundlach’s just published book (with William Wilkie and Lauren Block) *Explorations of Marketing in Society* (Thomson Southwestern) provides original content and readings for those who wish to explore marketing in society including its contributions to public policy. His prior book (with Paul Bloom), the *Handbook of Marketing and Society* (Sage) examines the impact of marketing practices on society including public policy. Professor Gundlach is past Vice President of Marketing for the American Marketing Association’s Academic Council and past Associate Editor for the *Journal of Public Policy and Marketing*. Professor Gundlach provides counsel and expertise on marketing and public policy related issues to a various governmental agencies, trade associations and companies. Consultative engagements by Professor Gundlach focus on novel public policy questions involving vertical (e.g., supply chain/distribution/retailing) and horizontal (e.g., competition) practices in marketing. He most recently provided counsel and expert testimony in *Leegin Creative Leather Products v. PSKS* and its related cases.

Pauline M. Ippolito

Pauline M. Ippolito is currently the Acting Director of the Bureau of Economics at the Federal Trade Commission. She has held a variety of management and staff positions since joining the FTC staff. Her research and policy interests include the economics of risk and information in consumer goods markets and the design of public policy for advertising and labeling. In recent years, she has focused on the role of advertising and information in food markets and has been active in the debates about the best policies towards health-related claims for food products. She has also been involved in the agency’s fraud and ID theft surveys, studies of marketing to children, and efforts to improve consumer disclosures in mortgage markets. She has also done research work on resale price maintenance. In 2006 she was awarded the Presidential Distinguished Executive Award. She has a PhD from Northwestern University.

Francine Lafontaine

Francine Lafontaine is Professor of Business Economics and Public Policy at the University of Michigan Ross School of Business, and Professor of Economics, Department of Economics, University of Michigan. She joined the faculty at Michigan in 1991 after three years on the faculty at Carnegie Mellon University. Her areas of interest include Industrial Organization, Vertical Relationships, Contracting, Franchising, and Entrepreneurship. Her research is mostly concerned with the application of advances in contract theory and vertical relationships to the analysis of franchising arrangements. She also studies the effect of contracting practices on firm

performance, as well as issues surrounding business creation and survival in retail and small-scale service industries more generally. Her research has been published in leading economics journals, including the *Journal of Political Economy*, the *RAND Journal of Economics*, the *American Economic Journal - Applied*, the *Journal of Industrial Economics*, the *Journal of Law and Economics*, the *Journal of Law, Economics and Organization*, and the *Journal of Economics and Management Strategy*. She is also co-editor of the *Journal of Law, Economics and Organization*, and the *Journal of Economics and Management Strategy*. Her book, *The Economics of Franchising* (with Roger D. Blair) was published in 2005 by Cambridge University Press. Prof. Lafontaine is also current vice-president of the Industrial Organization Society.

Michael Vita

Michael Vita is Assistant Director for Antitrust in the U.S. Federal Trade Commission's Bureau of Economics. His previous positions at the FTC include Deputy Assistant Director for Economic Policy Analysis, and economic adviser to Commissioner Roscoe Starek. He received his Ph.D. in economics from the University of Wisconsin. Over the course of his FTC career, he has published articles on a variety of subjects, including: *ex post* evaluations of consummated hospital mergers; "must-carry" regulations for cable television systems; "divorcement" regulations in petroleum refining and retailing; and "any willing provider" regulations for health insurers. His 2005 article "Vertical Antitrust Policy as a Problem of Inference," *International Journal of Industrial Organization* (with James Cooper, Luke Froeb, and Dan O'Brien) reviews recent academic studies of vertical restraints.