

The “Sharing” Economy

Issues Facing Platforms,
Participants, and Regulators

Bios

William F. Adkinson, Jr. is an attorney advisor in the Federal Trade Commission’s Office of Policy Planning, where he is responsible for a variety of competition-related matters. He was previously an attorney in the Policy Studies group in the FTC’s Office of the General Counsel, concentrating primarily on competition and intellectual property issues. Prior to joining the FTC, he served as counsel on the staff of the Antitrust Modernization Commission and practiced law in the antitrust group at Wilmer, Cutler & Pickering. He received his JD from Yale Law School, where he was executive editor of the *Yale Journal on Regulation*, and received his BA from Amherst College.

Ashwini Chhabra is head of policy development at Uber Technologies. Prior to joining Uber, Mr. Ashwini was the deputy commissioner for policy & planning at the New York City Taxi and Limousine Commission. He has held various other positions in the Bloomberg administration, including positions in the Mayor's Office and the Department of Education, and began his career as a corporate lawyer. He holds a BA from Williams College and a JD from Yale Law School.

Megan Cox is an attorney with the Federal Trade Commission, Bureau of Consumer Protection, Division of Privacy and Identity Protection in Washington, D.C. Her work in the Division focuses on enforcement and policy matters involving consumer privacy and data security. Ms. Cox is a graduate of the University of Notre Dame and Boston College Law School.

Matthew W. Daus is a partner and chair of the Transportation Practice Group at the law firm of Windels Marx. Mr. Daus was the longest serving Commissioner/Chair of the New York City Taxi and Limousine Commission (TLC), serving for over eight years. Prior to this role as TLC’s

chief executive officer, he served as the agency's General Counsel and Special Counsel for five years. Mr. Daus is president of the International Association of Transportation Regulators (IATR), a non-profit educational organization representing taxi and limousine commissioners around the world. Mr. Daus also serves as a distinguished lecturer at the United States Department of Transportation's research center at The City College of New York, where he conducts research, organizes symposia and teaches graduate courses in transportation history, policy, for-hire ground transportation regulation, sustainability and technology.

Chrysanthos (Chris) Dellarocas is professor of information systems at Boston University's Questrom School of Business and director of the University's Digital Learning Initiative. His research focuses on online reputation, online word of mouth and social media. Other interests include collective intelligence, online advertising and the economics of media industries. Professor Dellarocas holds PhD and MS degrees in computer science from MIT and a diploma in electrical engineering from the National Technical University of Athens, Greece. Prior to Boston University he taught at MIT's Sloan School of Management and at the University of Maryland's R. H. Smith School of Business. He serves on the editorial boards of *Management Science* and *Information Systems Research*, both considered top journals in the field of information systems. Professor Dellarocas is a recipient of numerous teaching, funding and merit awards, including the National Science Foundation's CAREER award. He holds nine patents and is co-founder and advisor of a number of companies in the technology space.

Liran Einav is a professor of economics at Stanford University and a research associate in the National Bureau of Economic Research, where he is co-directing the Insurance Working Group. Professor Einav's areas of specialization are industrial organization and applied microeconomics. An important strand of his work is focused on insurance markets, including the development of empirical models of insurance demand and pricing, and empirical analyses of the implications of adverse selection and moral hazard. Professor Einav has also studied consumer behavior and the pricing of subprime auto loans, competition in the motion picture industry, strategic commitment, and more recently internet markets. Professor Einav is a co-editor of *Econometrica* and serves on the editorial board of several other journals. He received his undergraduate degree in computer science and economics from Tel Aviv University (Israel) in 1997, and his PhD in economics from Harvard University in 2002.

Chiara Farronato is a PhD student in economics at Stanford University, and in the summer she will be joining Harvard Business School as assistant professor of business administration in the Technology and Operations Management Unit. She is an applied economist, with interests in the economics of the internet and innovation. Her research focuses on the market design of peer-to-peer online platforms. Ms. Farronato is particularly interested in platform adoption, economies of scale, and drivers of heterogeneous platform success. Her most recent project studies the effects on market structure of the entry of peer-to-peer platforms in traditional service industries.

Andrey Fradkin is a postdoctoral fellow in the economics of digitization at the National Bureau of Economic Research. He is also a part-time data scientist at Airbnb. His research interests include the design of online platforms, the economic effects of digitization, and the economics of labor markets. He received a doctorate in economics from Stanford University in 2014 and a BS in economics and mathematics from Duke University in 2008.

Joshua Gans is a professor of strategic management and holder of the Jeffrey S. Skoll Chair of Technical Innovation and Entrepreneurship at the Rotman School of Management, University of Toronto (with a cross appointment in the Department of Economics). Since 2013, he has also been the area coordinator of strategic management. In 2012, Joshua was appointed as a research associate of the NBER in the Productivity, Innovation and Entrepreneurship Program. He co-founded and writes for the Digitopoly blog on competition in the digital age. While Professor Gans's research interests are varied, he has developed specialities in the nature of technological competition and innovation, economic growth, publishing economics, industrial organisation and regulatory economics. In 2007, Professor Gans was awarded the Economic Society of Australia's Young Economist Award. In 2008, he was elected as a Fellow of the Academy of Social Sciences, Australia. On the consulting side, Professor Gans is an academic associate with the Brattle Group.

Julie Goshorn is an attorney in the Bureau of Competition's Office of Policy and Coordination. Ms. Goshorn joined the FTC in 2012 from the law firm of Arnold & Porter LLP in Washington, DC, where she was an antitrust attorney for eleven years, including two years practicing in the firm's Brussels office. Ms. Goshorn earned a JD/MBA from Washington University in 2001,

where she served as executive articles editor of the *Washington University Law Quarterly*. She earned an undergraduate degree in economics from DePauw University.

David Hantman has served as the head of global public policy for Airbnb since 2012. In this position, Mr. Hantman advocates on behalf of Airbnb before policymakers and others around the world, helps shape company policy and moderates and authors Airbnb's public policy blog. Mr. Hantman previously served as deputy general counsel and vice president of global public policy at Yahoo!. From 2005 to 2007, he served as chief of staff to Senator Chuck Schumer. Mr. Hantman also served for many years as chief counsel to Senator Dianne Feinstein and the Senate's Subcommittee on Terrorism, Technology and Homeland Security.

Ginger Jin is currently a professor of economics at the University of Maryland College Park, a research associate of the National Bureau of Economic Research, and a visiting professor at the Guanghua School of Management at Peking University. Her research focuses on information asymmetry among economic agents and solutions to overcome the information problem. During her 15-year research career, she has studied restaurant food safety, health insurance, prescription drugs, online trading, online reviews, regulatory inspection, scientific innovation, air quality, blood donation, and the intra-familial interaction between parents and children. Additionally, Professor Jin co-founded Hazel Analytics, an advanced analytics company, in 2014 and has been a co-editor of the *Journal of Economics & Management Strategy* since 2008. Professor Jin received her PhD in 2000 from the University of California Los Angeles.

Marina Lao has been the director of the Office of Policy Planning at the FTC since February 2015. She is on leave from Seton Hall University School of Law, where she is a professor of law. Professor Lao joined the Seton Hall law faculty in 1994 after over a decade of practice experience in government and in the private sector. Her scholarly work focuses on various aspects of antitrust enforcement. She was a member of the Advisory Board of the American Antitrust Institute, and was Chair of the Section of Antitrust and Economic Regulation of the Association of American Law Schools. In 2007 Professor Lao received a Fulbright Fellowship to the University of Munich and the Max Planck Institute for Intellectual Property, Competition and Tax Law in Munich, where she taught U.S. Antitrust Law. Professor Lao began her legal

career with the U.S. Department of Justice, Antitrust Division, as a trial attorney under the Honors Program.

Chris Nosko is an assistant professor of marketing at the University of Chicago, Booth School of Business. He holds a PhD in economics from Harvard University. His research focuses on the organization of technology and internet markets. Professor Nosko spent the 2011-2012 year working at eBay in their research labs. While there he pursued projects related to pricing in two-sided markets, measuring the effectiveness of paid search advertisements, understanding repeat buyer purchase behavior, and investigating the effectiveness of its review system.

Maureen K. Ohlhausen was sworn in as a commissioner of the Federal Trade Commission in April 4, 2012. Prior to joining the Commission, she was a partner at Wilkinson Barker Knauer, LLP, where she focused on FTC issues, including competition law, privacy, and technology policy. Commissioner Ohlhausen previously served at the Commission for over a decade, most recently as director of the Office of Policy Planning, where she led the FTC's Internet Access Task Force. Before coming to the FTC, she spent five years at the US Court of Appeals for the DC Circuit, serving as a law clerk for Judge David B. Sentelle and as a staff attorney. Commissioner Ohlhausen graduated with distinction from George Mason University School of Law and with honors from the University of Virginia. She was on the adjunct faculty at George Mason University School of Law, where she taught privacy law and unfair trade practices. She served as a senior editor of the *Antitrust Law Journal* and has authored a variety of articles on competition law, privacy, and technology matters.

C. Lee Peeler is president and CEO of the Advertising Self-Regulatory Council (ASRC) and executive vice president, National Advertising Self-Regulation, Council of Better Business Bureaus (CBBB). Mr. Peeler is responsible for leading the advertising industry's system of self-regulation, a system dedicated to fostering truth and accuracy in advertising. He oversees the operation of ASRC investigative and appeals units; briefs elected officials on self-regulatory initiatives, works to expand advertising self-regulation to industries that are not yet regular participants and consults with representatives of foreign governments on the value of industry self-regulation. Mr. Peeler joined ASRC and BBB in 2006, following a 33-year career at the Federal Trade Commission, where he held a number management positions. While at the FTC, he served as associate director of the Division of Advertising Practices (1985-2001) and deputy

director, Bureau of Consumer Protection (2001-2006). Mr. Peeler received his BA and JD degrees from Georgetown University.

Brooks Rainwater is the director of the National League of Cities' City Solutions and Applied Research Center. He guides NLC's research agenda, joint research partnerships, and community engagement efforts to strengthen the capacity of municipal leaders to create strong local economies, safe and vibrant neighborhoods, world-class infrastructure, and a sustainable environment. Mr. Rainwater's recent research publications and interest have surrounded the sharing economy, open data, and the state of our nation's cities. Prior to joining NLC, he was director of public policy for the American Institute of Architects (AIA). While at the AIA he spearheaded the Cities as a Lab initiative, which focused in on the key role that cities play as creative instigators of innovative practices leading our country's economy forward. Mr. Rainwater is a graduate of George Washington University's Masters of Public Administration program.

Sofia Ranchordás is a resident fellow at the Information Society Project at Yale Law School. She is also assistant professor of administrative law at Tilburg Law School, in the Netherlands. Her research is focused on the interaction between innovation and law, namely on how temporary and experimental regulations can close the gap between new and evolving technologies and regulation. Professor Ranchordás has recently published a book on temporary legislation, entitled *Constitutional Sunsets and Experimental Legislation*. She has published extensively on innovation and regulation, including *Does Sharing Mean Caring? The Regulation of Innovation in Sharing Economy* in the *Minnesota Journal of Law, Science and Technology* (2015), where she analyzes different collaborative practices and offers a framework for the regulation of sharing economy characterized by regulatory flexibility.

Steve Salter is vice-president of standards & services at the Council of Better Business Bureaus (CBBB), a nonprofit organization serving the needs of 112 Better Business Bureau organizations across North America. CBBB has developed numerous self-regulatory programs that advance marketplace trust. It rates millions of North American businesses based on their complaint history and other marketplace factors. Steve manages BBB customer service and evaluation, and is involved in policy development at the CBBB, focusing on BBB programs and standards.

Steve helped create the BBBOnline trustmark program in the mid-90s, and worked for ten years in CBBB's Dispute Resolution Division prior to that.

Catherine J.K. Sandoval, of Campbell, CA, was appointed to the California Public Utilities Commission on January 25, 2011, by Governor Jerry Brown. Commissioner Sandoval is the chair of the Federal-State Joint Conference on Advanced Services which works to promote access to promote robust Internet access. She co-chairs the Telecommunications Committee of the National Association of Regulatory Utilities Commissioners. She has worked as an associate professor at Santa Clara University School of Law since 2004. She previously served as undersecretary and senior policy advisor for housing with the Business, Transportation and Housing Agency from 2001 to 2004. She was vice president and general counsel with Z-Spanish Media Corporation from 1999 to 2001 and was the director of the Office of Communications Business Opportunities for the Federal Communications Commission from 1994 to 1999. Commissioner Sandoval was an associate with Munger, Tolles & Olson from 1991 to 1994. She earned a JD from Stanford Law School, a master of letters in political science from Oxford, where she was a Rhodes Scholar, and a BA from Yale.

Vanessa Sinderson is senior vice president and department head of government affairs for the American Hotel & Lodging Association. In this role, she oversees the association's advocacy efforts on Capitol Hill and with administration policymakers, and is responsible for directing the governmental affairs department in the development and execution of key strategies for addressing the issues facing the lodging industry, including technology and distribution, workforce and labor as well as promotion of travel and tourism. She also directs the association's political action committee, HotelPAC, and grassroots program. Ms. Sinderson comes to AH&LA from her previous position as chief of staff for the Campaign to Fix the Debt, a bipartisan organization advocating for a solution to the nation's long-term debt problems. Prior to that, she was chief of staff for former Massachusetts Senator Scott Brown (R), the policy director for former New Hampshire Senator Judd Gregg (R), and served as an analyst for the Senate Budget Committee. Ms. Sinderson received her BA in Government from Dartmouth College in Hanover, New Hampshire.

Andrew Stivers, PhD, leads the consumer protection mission of the Bureau of Economics at the FTC as a deputy director for the Bureau. Before coming to the FTC, Dr. Stivers worked at the

FDA's Center for Food Safety and Applied Nutrition as a staff economist analyzing regulatory proposals and then as director of the Division of Public Health Informatics and Analytics overseeing epidemiological, consumer studies and statistical data collection, analysis and research. Dr. Stivers has published research on the economics of standard setting and the regulation of language in the marketplace.

Maurice E. Stucke is a co-founder of the Data Competition Institute, a law professor at the University of Tennessee, and of counsel at the Konkurrenz Group. This year he is an academic visitor at Oxford University. Professor Stucke publishes and speaks regularly on competition policy in the United States, Europe, and Asia. Professor Stucke serves as one of the United States' non-governmental advisors to the International Competition Network, as a senior fellow at the American Antitrust Institute, and on the boards of the Academic Society for Competition Law and the Institute for Consumer Antitrust Studies. Professor Stucke received a number of awards including a Fulbright fellowship to teach at the China University of Political Science and Law in Beijing, and the Jerry S. Cohen Memorial Fund Writing Award for his article *Behavioral Economists at the Gate: Antitrust in the Twenty-First Century*. He has twenty years experience handling a range of competition policy issues in both private practice and as a prosecutor at the U.S. Department of Justice.

Arun Sundararajan is professor and the Robert L. and Dale Atkins Rosen Faculty Fellow at New York University's Leonard N. Stern School of Business, and is also an affiliated faculty member at NYU's Center for Urban Science+Process and NYU's Center for Data Science. Professor Sundararajan's research program studies how digital technologies transform business and society. He has published in numerous scientific journals and has given more than 200 conference and invited presentations internationally. His research has been recognized by six Best Paper awards and two Google Faculty awards. His op-eds and expert commentary have appeared in TIME Magazine, the New Yorker, the New York Times, the Washington Post, Le Monde, El Pais, Wired, and more. He is an advisor to OuiShare, the Center for Global Enterprise and the National League of Cities. He holds degrees from the Indian Institute of Technology, Madras and the University of Rochester. Follow him on Twitter @digitalarun.

Adam Thierer is a senior research fellow with the Technology Policy Program at the Mercatus Center at George Mason University. He specializes in technology, media, Internet, and free-

speech policies, with a particular focus on online safety and digital privacy. Mr. Thierer has authored or edited eight books on topics ranging from media regulation and child safety issues to the role of federalism in high-technology markets. His latest book is *Permissionless Innovation: The Continuing Case for Comprehensive Technological Freedom*. He contributes to the Technology Liberation Front, a leading tech policy blog. Previously, Thierer was president of the Progress & Freedom Foundation, director of telecommunications studies at the Cato Institute, and a senior fellow at the Heritage Foundation. Mr. Thierer received his MA in international business management and trade theory at the University of Maryland and his BA in journalism and political philosophy from Indiana University.

Cecelia Waldeck is a senior antitrust attorney who has worked for the Bureau of Competition in Anti-Competitive Practices and Mergers II. Prior to her legal career, she supervised programmer-analysts for a west-coast railroad company. Ms. Waldeck has a JD from Hastings Law School and an MBA from San Francisco State University.

Glen Weyl is a senior researcher at Microsoft Research's New England lab while on leave from the University of Chicago where he is an assistant professor of Economics and Law. He co-founded Collective Decision Engines LLC, a start-up that commercializes a voting procedure he invented (Quadratic Voting) for market research. His research focuses on pure and applied price theory, with applications to antitrust and the economics of high-tech industries, as well as the intersection between economics and related disciplines including law, intellectual history and philosophy. He is best known for his work on platform economics, which has been published in journals such as the *American Economic Review* and *Competition Policy International*. He is an Alfred P. Sloan Research Fellow 2014-2016 and was a Junior Fellow at the Harvard Society of Fellows after graduating as Valedictorian of his 2007 Princeton undergraduate class and receiving his PhD in economics in 2008.

Nathan Wilson is an economist in the Antitrust I Division of the FTC's Bureau of Economics. His past casework has included assessments of proposed and consummated mergers as well as investigations into alleged exclusionary contracting. While Dr. Wilson has worked on matters involving everything from commodity inputs to two-sided technology platforms, much of his recent casework has involved horizontal and vertical combinations of healthcare providers. Outside of casework, Dr. Wilson maintains an active research agenda, focusing mainly on topics

in industrial organization. In addition, he is an associate editor of the *Antitrust Law Journal*. Dr. Wilson received his PhD in 2010 from the Ross School of Business at the University of Michigan.