

## Press release

Berlin, 2 November 2021

### Further growth in London: E.CA Economics gains director Alena Kozakova

European economics consultancy E.CA Economics is strengthening its ranks with the UK-based microeconomist Alena Kozakova. Alena's focus is competition and economic regulation economics established in public authorities and consulting. As a director and member of E.CA's leadership team, she will be responsible for business activities at the London office and elsewhere.

Alena Kozakova has extensive experience in applied microeconomics, particularly industrial organisation. She has seen a broad variety of cases across industries, with particular emphasis on retail, telecoms, utilities and platform competition. Furthermore, Alena's focus is on applying competition economics in industries with no history in market organisation such as healthcare, public service broadcasting and education, and on applying regulatory microeconomics and finance.

Prior to joining E.CA, Alena was the Chief Economist of the UK water regulator, Ofwat. She also worked for both predecessors of the UK's Competition and Markets Authority (Office of Fair Trading and the Competition Commission) and for DG Competition within the European Commission. Formerly, Alena also worked for Frontier Economics.

Alena holds a master's degree in economics from the University of Economics in Prague and from City University in London. Moreover, she holds degrees from the Institute d'études politiques de Paris and the École nationale d'administration.

"With Alena, we are further strengthening our E.CA leadership team and growing economic practice in London," says Hans W. Friederiszick, managing director and co-founder of E.CA Economics. "We are gaining an excellent and very well networked colleague with a wealth of public and private sector experience," adds Rainer Nitsche, managing director and co-founder of E.CA Economics.

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## About E.CA Economics

E.CA Economics is one of the leading European competition economics consultancies, advising law firms, companies and authorities in the fields of competition policy and regulation. This includes work such as mergers, antitrust or state aid cases and economic analyses within regulatory procedures as well as studies on competition policy issues for international organisations. Our international team of over 40 economists works in a wide variety of sectors and in numerous European jurisdictions. Our offices are based in Berlin, Brussels, London and Munich.

We contribute substantial value to our clients by providing tailor-made advice built on robust economic analyses and thorough research. As a partner of ESMT Berlin, a leading business school in Germany, E.CA Economics can draw on the latest economic research. On transatlantic cases, we work jointly with our US partner firm, Bates White LLC. E.CA Economics has been named in Global Competition Review's annual ranking of the Top 21 consultancies for antitrust economics advice since 2008. [www.e-ca.com](http://www.e-ca.com)