

STELLA DEAKIN

FOUNDING PARTNER, Kairos Economics

Background

Stella co-founded Kairos Economics in 2023. Prior to establishing Kairos Economics, Stella was a Partner in the Economics practice at KPMG, and prior to that an official at the Competition and Markets Authority. She specialises in advising clients on regulatory finance, competition and strategy. Stella's work is cross-sector but she has a particular focus on regulated utility networks and payments.




Professional and industry experience

Selected experience providing clients with economic support includes:

- Expert witness evidence (written and oral in CMA hearings) for Scotia Gas Networks and Northern Gas Networks on the cost of equity for gas networks, during the 2021 CMA appeals
- Expert evidence (written and oral in CMA hearings) for Anglian Water and Northumbrian Water on the cost of capital for water networks, during the 2020 CMA redeterminations
- Advice to Pay.UK covering regulatory strategy, pricing and general commercial advice at C-suite and Board level, including commercial models for the new interbank payment system
- Advice to Australian Payments Plus at C-suite and Board level on its pricing strategy for current and future products, such that pricing is used to achieve its broader strategic aims
- Advice to four water networks, during their negotiations with the Valuation Office Agency (VoA) on 2023 business rates – securing multi-million-pound reductions for each, following her provision of oral and written evidence to the VoA
- Excess pricing analysis including written decisions on a generic drugs case (CMA side)
- Economic analysis on numerous CMA and FCA market investigations and market studies at KPMG and the CMA including; energy, private healthcare, credit cards, funerals and children's social care. This advice included empirical analysis in data rooms, written submissions and preparation for CMA hearings
- Advice to a large retail bank on its compliance with the fair value outcome of the FCA's upcoming Consumer Duty
- Financial analysis on two regulatory appeals in the energy sector – Firmus (2017) and EDF/SSE (2018), (CMA side)
- Advice to the UK government on compliance with the market economy operator principle in the energy sector



CONTACT

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EDUCATION

- Masters, Economics for Competition Law, King's College London
- Association of Chartered Accountants (ACA) Qualified and ICAEW member
- MA (Cantab) Natural Sciences, University of Cambridge