



CONTACT

-  London, UK
-  Julie.bon@kairoseconomics.com

EDUCATION

- PHD in Economics, European University Institute, Florence
- DEA in Applied Economics, Institut Supérieur d'Études Politiques, Paris

DR. JULIE BON

ASSOCIATE, Kairos Economics

Background

Julie is an expert competition economist and practitioner, with more than 20 years' experience in applying economic principles to real life decisions. Most recently, she held the role of Deputy Chief Economic Adviser of the Competition and Markets Authority (CMA) between 2018 - 2024. Julie has widespread executive experience as a decision maker and advisor at senior committees, including on high stakes competition cases. During her time at DG Comp, Julie was involved in the drafting of the Vertical agreements Guidelines, and her PhD was on vertical agreements.

Selected professional and industry experience

- Responsible, alongside the Chief Economic Adviser, for leading the Economics profession at the CMA, comprising c180 Economists, Statisticians and Econometricians.
- During her time as Deputy Chief Economic Adviser at the CMA, Julie led the economic analysis on many novel and high impact cases. Examples include:
 - Member of the Case Decision Group on two Chapter II excessive pricing cases (Liothyronine and Phenytoin);
 - Meta / Giphy - the first block by a competition authority of an acquisition by a digital giant;
 - Cargotec / Konecrane - the CMA's first merger case under new post-Brexit powers;
 - Adobe / Figma;
 - Bookings / eTraveli;
 - Vodafone/ Three;
 - the CMA's market investigations into Funeral Services and Veterinary Services; and
 - the CMA's market study on Electric Vehicle charging.
- In her earlier role as Director of Economics at the CMA Julie directed the economic analysis on many competition cases including:
 - Retail Banking Market Investigation;
 - Tesco / Booker and the Ladbroke / Coral merger investigations;
 - Private Motor Insurance Market investigation; and
 - British Gas Trading / Northern Powergrid vs Ofgem regulatory appeal.
- Member of the CMA's Operational Committee, deciding on finance & people policies, and Deputy for the Chief Economic Adviser on the CMA's Board.
- Represented the CMA at many external events (eg, Association of Competition Economics Annual Conference, American Bar Association Annual Conference, Thought Leaders 4 Merger Control Forum). Guest lecturer on competition economics courses (Centre for Competition Policy, UEA, and Barcelona GSE).