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Dr. Scheffman is a noted scholar, with several years experience in high level government positions. He has many years of experience as a business consultant, as an expert witness, and as a litigation and regulatory consultant in a wide variety of matters for many companies and attorneys.

Dr. Scheffman has testified in several jury and bench trials in federal, state, and administrative proceedings, in arbitrations, in other countries, and before the Congress and state legislatures.

He was the expert for Whole Foods in the FTC's challenge of Whole Foods acquisition of Wild Oats. He was cited numerous times in the decision. He was also the expert for the defendant brokers in a class action in which Marsh McLennan was the lead defendant. That case was recently dismissed.

As an expert witness and regulatory and litigation consultant, Dr. Scheffman has worked on matters involving antitrust, mergers and joint ventures, class certification, RP, complex business litigation (marketing practices, contracts, torts, management practices, *etc.*), damages, and intellectual property (patents, copyrights, and trade secrets). He has testified as an expert in economics, econometrics, antitrust, damages, business strategy and management, and marketing. He has also made many presentations to U.S. federal and state, Canadian, and European government agencies. He has experience with a large number of industries, including manufacturing, energy, services, consumer products, health care, defense, media, retailing, and distribution.

Dr. Scheffman has over 12 years of experience in a number of senior positions at the Federal Trade Commission (1979-88, 2001-3). He was Director of the Bureau of Economics (the head economist at the FTC) 1985-88 and 2001-3. The web page of the FTC Bureau of Economics identifies a number of notable achievements of the Bureau of Economics under his leadership.

Dr. Scheffman is a noted scholar in the area of industrial organization and antitrust economics (among others), having authored several important articles and books on topics such as market definition, merger analyses, analyses of barriers-to-entry, and vertical analyses. He has also written on, taught, and consulted on issues involving business strategy, marketing, pricing, distribution, and intellectual property.

Dr. Scheffman taught for many years at the Owen Graduate School of Management at Vanderbilt University, where he was a chaired professor from 1989 until 1998, and taught as an Adjunct Professor until 2011. He won faculty-wide teaching awards in 2002 and 2006. He created and taught the Business Strategy curriculum at the Owen school and continues to teach one course a year (every other weekend in the Fall) on business strategy in the Executive MBA program, and has won a teaching award in this program. Dr. Scheffman has also taught Business Strategy in the Executive MBA program at the Johnson Graduate School of Management at Cornell University. Dr. Scheffman has also taught MBA courses at the Owen School on marketing, distribution, pricing, and the management and valuation of intellectual property.

Dr. Scheffman earned a Ph.D. in Economics from the Massachusetts Institute of Technology, and a B.A., *magna cum laude*, from the University of Minnesota. He grew up in Minneapolis, MN.