

BENJAMIN MARCH
Vice President

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Mr. March specializes in applying economics and data analyses to litigation matters in areas such as health care, technology, marketing research, and damages estimation. He has experience supporting academic affiliates and managing case teams through all phases of litigation, including fact discovery, preparation of expert reports, class certification, and trial. Mr. March's health care experience includes antitrust matters involving allegations of delayed generic entry and price-fixing. His market research experience includes developing consumer surveys and assessing consumer behavior in a variety of industries, including technology, e-commerce, and consumer service. Mr. March also has experience analyzing technical issues related to mobile apps and internet technologies as well as analyzing lost profits and damages in a variety of industries. Prior to joining Analysis Group, Mr. March served as an aviation officer in the US Army.

EDUCATION

2016	M.B.A., Yale School of Management
2005	B.S., international politics and military art and science, US Military Academy at West Point

PROFESSIONAL EXPERIENCE

2017–Present	Analysis Group, Inc. <i>Vice President (2025–Present)</i> <i>Manager (2020–2024)</i> <i>Associate (2017–2019)</i>
2015	Hospital Corporation of America <i>Environmental Defense Fund Climate Corps Fellow</i>
2005–2014	US Army <i>Assistant Operations Officer (2014)</i> <i>Aviation Maintenance Troop Commander (2012–2013)</i> <i>Airframe Repair Platoon Leader (2010–2012)</i> <i>Logistics Officer (2009–2010)</i> <i>Reconnaissance Platoon Leader (2007–2009)</i>

SELECTED CONSULTING EXPERIENCE

Marketing, Surveys, and Consumer Behavior

- **Payment card fee litigation**
Supported expert analysis of allegations of inappropriate fees charged in connection with payment card transactions, including a survey to evaluate an impact of alleged misrepresentations on consumer behavior.
- **Employment misclassification litigation**
Supported expert analysis of alleged misclassification of drivers' employment status by a ride-share company, including assessment of the relevance of marketing materials and communications to legal characterization of the business and industry sector.

Software, Technology, and Cybersecurity

- **Privacy litigation involving collection of browsing data (multiple)**
Supported technical experts in analysis of allegations that the defendants collected user data through third-party services installed on websites. Explained the flows of data on the internet and conducted experiments on how flows of data change depending on user settings.
- **Commercial dispute in banking industry**
Supported expert analysis of anomaly detection methods for financial transfers and whether defendant's fraud detection system met commercial industry standards.
- **Commercial dispute in mobile app industry**
Supported expert analysis of cybersecurity issues involving app stores, including aspects on malware detection, the safety of various app distribution channels, and defense-in-depth approaches to maintaining user security and privacy.

Antitrust and Competition

- **Delayed generic entry litigation (multiple)**
Supported experts in the analysis of direct and indirect purchaser class certification, market definition, liability issues, and assessment of potential damages in multiple delayed generic entry and reverse payment cases for certain pharmaceutical products.
- **Antitrust litigation in the modem chip industry**
Supported an expert in the analysis of economic factors that explain the relative success or failure of competitors in the modem chip industry.

ARTICLES AND PUBLICATIONS

"Industry and Economic Research," with Michael J. Schreck and Samuel Weglein, in *Lost Profits Damages: Principles, Methods, and Applications (second edition)*, eds. Everett P. Harry, III, and Jeffrey H. Kinrich (2022).

COMMUNITY INVOLVEMENT

2022–2024 Community Consulting Teams of Boston
Project Manager (2022–2024)