



# Cristian J. Santesteban, Ph.D.

Senior Consultant

**OnPoint  
Analytics**

## EDUCATION

**Stanford University**, Stanford, California

*Ph.D. Economics* | 2001 | Fields: Empirical Industrial Organization, Economic History

**Université de Paris-X (Nanterre)**, France

*Maîtrise, Sciences Économiques* | 1994

**University of Texas at Austin**, Austin, Texas

*B.S. Electrical Engineering* | 1994 | High Honors

## PROFESSIONAL EXPERIENCE

**Senior Consultant**, OnPoint Analytics, *February 2026 – Present*

**CEO and Founder**, RedPeak Economics Consulting, *March 2010 – Present*

**CEO and Co-Founder**, ArrowLex AI, Inc, *June 2025 – Present*

**Antitrust Policy Advisor**, Biden-Harris Campaign, *Summer/Fall 2020*

**Vice-President**, Compass Lexecon, *2001 – 2010*

**Staff Economist**, Council of Economic Advisers (White House), *1996 – 1997*

**Research Assistant and Consultant (for Prof. Tim Bresnahan)**, Economics Department, Stanford University, *1995 – 96; 1999*

## INDUSTRY EXPERIENCE

### LITIGATION

Consulting Expert in a private case against Google in its alleged attempted monopolization of the search market. Case in early stages.

Consulting Expert in a private investigation for media publishers on a matter involving Google's alleged attempted monopolization of the ad tech market.

Managing Expert for private law firms involved in antitrust litigation against Juul e-cigarette company. Developed all econometric analyses in case, including market definition, overcharges, and pass-through.

Managing Expert for private law firm involved in antitrust litigation against traders in West Texas Oil futures. Involved in all aspects of econometric work, including estimating a TVP-VAR model.

Managing Expert for WA state AG in a litigation matter involving broilers. Responsible for all econometric work, including overcharges and pass-through.

Consulting Expert for major law firm in a pre-litigation matter in the books industry involving Amazon.

Consulting Expert for WA state AG in an investigation into Amazon's SBA program.

In a federal antitrust case in finance, served as the managing expert in the class certification stage and developed econometric models of artificiality in the interest rate benchmark at issue. Additionally, developed VAR time series models to measure impact of interest rate manipulation on futures and swap prices for purposes of calculating damages.

In a federal price fixing case against mushrooms producers, served as the managing expert and developed an econometric model of overcharges and damages for expert reports.

In a federal price fixing case against packaged tuna manufacturers, served as managing expert and developed an econometric model of overcharges and damages for expert reports. Assisted attorneys in deposition preparation.

In a federal antitrust monopolization case in silver futures, served as testifying expert for Plaintiffs. Submitted expert report on liability, was deposed by Defendants' counsel, and assisted Plaintiffs' attorney in deposition of Defendants' expert economist.

In a state class action monopolization case against a large semiconductor manufacturer (Intel), served as testifying expert in the class certification proceeding. Deposed twice. Prepared class certification and reply reports. Managed team in preparation of same.

In a federal antitrust case in finance involving EURIBOR, served as managing expert in the class certification stage and developed econometric models of interest rate behavior. Assisted counsel and testifying expert with modeling for expert report and preparation for deposition.

In a federal antitrust case in finance, served as managing expert in the class certification stage and assisted in constructing econometric models of the interest rate at issue (LIBOR). Assisted counsel and testifying expert with modeling for initial and rebuttal reports.

In a state class action lawsuit in the milk industry, served as testifying expert in the class certification proceeding. Prepared class certification and merits reports. Deposed twice.

For large Opt-Out purchasers of polyurethane foam, served as managing expert in a large price fixing case involving the largest manufacturers of foam in the U.S. Led the team in the production of liability and damages reports.

For JELD-WEN, managed team in a price fixing class op-out case against the four largest flat glass producers in the U.S. Assisted expert in creation of four expert reports, including damages model; prepared expert for depositions; assisted attorneys in responding to summary judgment motion.

In large Opt-Out supermarkets in a case involving alleged price-fixing among mushroom manufacturers, developed an econometric damages model for expert report. Prepared expert for deposition.

In a state case against natural gas manufacturers, developed an econometric damages model for expert report. Prepared expert for deposition.

For One Technologies, an internet marketing strategy firm, managed monopolization case against ConsumerInfo (an Experian Company) involving three expert reports, deposition, and trial. Led team from Brattle Group in developing analyses, preparing expert for deposition and trial. Assisted lawyers in all phases of the case, including trial preparations.

For Tyco Healthcare, a large medical devices manufacturer, collaborated in the preparation of expert report in a case involving alleged exclusionary conduct in the context of Group Purchasing Organizations; prepared expert for deposition and trial; assisted attorneys during three-week trial.

For Plaintiffs in an indirect purchaser class action against Intel, assisted expert with empirical economic analyses in the preparation of two expert reports in a case involving attempted monopolization, including econometric damages model. Assisted expert in the preparation of two depositions and a class certification hearing.

For Tyco Healthcare, developed a damages model to estimate impact of alleged exclusionary behavior; assisted in the preparation of expert reports; prepared expert for deposition and trial; and assisted attorneys at trial. Damages methodology adopted by the Court.

For Schering-Plough, prepared affirmative damages model and critiqued Plaintiffs' damages methodology in litigation related to an alleged conspiracy to delay entry by generic drug manufacturers.

For Amgen, a large biotech company, performed econometric analysis in the creation of expert report in IP arbitration. Prepared expert for deposition.

For Universal Music, managed the preparation of expert report in an FTC investigation involving price-fixing and restraint of trade in the context of a joint venture. Assisted in expert and attorneys' preparation for deposition and trial.

## **MERGERS**

For California Public Utilities Commission, assisted Commission staff with economic analysis of AT&T/T-Mobile merger. Analyzed porting data in California to establish degree of substitution between companies. In addition, analyzed and critiqued merger simulation model submitted by the merging parties.

For CanWest MediaWorksNZ, co-authored a declaration highlighting lessons from the U.S. experience with media mergers in connection to the proposed acquisition of Prime TV, an over-the-air network, by SKY TV, a pay television company in New Zealand.

For AT&T in its proposed merger with SBC, created a combined vertical-horizontal merger simulation model. For the same merger, prepared expert declaration evaluating the economic rationale of AT&T's decision to exit mass market services.

For AT&T Wireless, assisted counsel in the analysis of unilateral effects arising from its merger with Cingular and developed critical loss methodology to assist in assessment of product market definition.

For AT&T Broadband, on behalf of its proposed merger with Comcast, managed a team of consultants in the preparation of expert declaration submitted to the FCC.

### **MISCELLANEOUS**

For Hynix Semiconductor, analyzed pricing behavior in DRAM and other indicia of competition in a Federal price fixing investigation.

For the Coca-Cola Company, co-managed a large team of consultants in the preparation of a white paper for the European Commission that examined market definition and competitive conditions in the European soft drinks industry.

For Universal Music, developed economic models to analyze record companies' and composers' incentives under various licensing arrangements; prepared expert report submitted to the European Commission.

## **PUBLICATIONS AND PRESENTATIONS**

“AI Transforms Search, but Not Google’s Default Advantage,” *ProMarket* (forthcoming)

Presenter at LegalTech Connect 2025 conference, “The use of AI in expert witness litigation,” October 22, 2025.

Panelist in Capitol Forum’s panel discussion “The Federal Ad Tech Case Against Google – from Ruling to Remedies,” (with Eamon Kelly and Josh Gray, moderated by Teddy Downey, Executive Editor & CEO).

“How the FTC Could Have Used Its Draft Merger Guidelines To Argue Against Microsoft-Activision and Meta-Within,” (with Josh Gray), *ProMarket*, October 2023.

“FTC Needs To Focus Arguments on Technological Transitions After High-Profile Losses,” (with Josh Gray), *ProMarket*, September 2023.

“The Proposed U.S. Access Act Mandating Interoperability Will Not Unleash Competition in Social Networking: Here’s How to Fix It,” *CPI Tech Reg*, November 2022.

“The Time to Act is Now if We Want Radical Innovation in the Metaverse”, *ProMarket*, March 2022.

“Invigorating Competition in Social Networking: An Interoperability Remedy that Addresses Data Network Effects and Privacy Concerns” (w/ Shayne Longpre), *CPI Chronicle*, June 2021.

“How Big Data Confers Market Power to Big Tech: Leveraging the Perspective of Data Science” (w/ Shayne Longpre), *Antitrust Bulletin*, Vol. 65(3), 2020.

“Moving Beyond the Neoliberal Critique in Dance Scholarship: Modern Economics for the Common Good,” (w/ Juliet McMains), presented at Dance Studies Association, 2019.

“The LCD Conspiracy: The Sherman Act, Beyond a Reasonable Doubt, and Issues of Extraterritoriality (2014)” (w/ Keith Leffler), chapter in *The Antitrust Revolution: Economics, Competition, and Policy*, J. Kwoka and L. White, editors, 7th Ed., 2018.

“Assessing the Efficiency Justifications for the NCAA Player Compensation Restrictions” (w/ Keith Leffler), *Antitrust Bulletin*, Vol. 62(1), 2017.

“An Assessment of the Competitive Effects of the SKY-Prime Merger: Lessons from the Recent News Corp.-DIRECTV Merger,” Declaration for New Zealand Commerce Commission (w/ Jon Orszag), commissioned by CanWest MediaWorksNZ, 2006.

“Institutional Change and the Origins of Innovation in the Modern Art Market,” presented at the International Society for New Institutional Economics, 1999.

“Technology Transfer at NASA: A Proposal Informed by Economic Analysis,” presented at an invitation-only conference on technology transfer, NASA Headquarters, Fall 1996.

## **FELLOWSHIPS AND AWARDS**

Lecturer Teaching Fellow, UC Berkeley, 2011 – 12

Social Science History Institute Summer Fellow, 1999

John M. Olin Foundation Summer Fellow in Law and Economics, 1998 and 1999

Stanford University Economics Department Fellow, 1994 – 95

Jean Dufrenoy Fellow, Société de Professeurs Français et Francophones, 1993 – 94

University of Texas Achievement Honor Scholar, 1989 – 93

## **PERSONAL**

Naturalized U.S. citizen (born in Argentina)

Fluent in Spanish (native) and high-level proficiency in French

Experienced Argentine tango dancer and teacher (since 1994)