

Michael A. Trousdale, Ph.D.

Managing Director

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Dr. Michael Trousdale is a managing director at Econ One Research with over 15 years of experience conducting and managing complex economic research. As an economic expert, Dr. Trousdale applies economic and statistical analysis to liability and damages estimation for litigation matters. He has consulted on behalf of both plaintiffs and defendants across a wide array of industries and products, including professional sports, commercial real estate, steel products manufacturing, air & surface transportation, oil & gas, electricity, pharmaceuticals, radio equipment, and a variety of others.

Before joining Econ One Research, Dr. Trousdale aided the U.S. Food and Drug Administration in crafting federal regulations and analyzing their economic impacts. Such regulations include chain-restaurant menu labeling, calorie labeling on vending machines, Nutrition Facts labeling, preventative controls for human food, produce safety, and sodium reduction in processed foods.

Dr. Trousdale has over a decade of experience teaching economics at the college level and is currently a member of the adjunct faculty at the College of the Canyons in Santa Clarita, California. His prior scholarly work has earned him publications in peer-reviewed journals such as the National Tax Journal and the Public Finance Review.

Education

Ph.D. in Economics, Department of Agricultural Economics, Texas A&M University

B.A. in Economics, Brigham Young University

Professional Experience

Econ One Research, Inc.

Managing Director, 2021–present

Senior Economist, 2017–2021

Economist, 2014–2017

College of the Canyons

Adjunct Professor, 2016–present

University of Phoenix, School of Business

Faculty, 2013–2019

U.S. Food and Drug Administration (CFSAN)

Economist, 2012–2014

Department of Agricultural Economics, Texas A&M University

Lecturer, 2011–2012
Teaching & Research Assistant, 2007–2012

PBTK Consulting
Associate, 2006–2007

Engagements in Litigation

- ***Walter and Carrol McTyre v. North Internal Medicine, et al.*** – Conducted an economic assessment of damages on behalf of a defendant provider of healthcare services in connection with an alleged wrongful death of a patient due to medical malpractice.
- ***Cunningham v. Patricia Neal Rehabilitation Center, et al.*** – Conducted an economic assessment of damages on behalf of a defendant rehabilitation hospital and physician group in connection with an alleged wrongful death of a patient due to medical malpractice.
- ***Sharon Sheila Ramirez, et al. v. Stover & Sons Contractors, Inc., et al.*** – Conducted an economic assessment of damages on behalf of a defendant construction contractor in connection with an alleged wrongful death of a minor at a job site.
- ***Pacific Steel Group v. Commercial Metals Company, et al.*** – Estimated lost profits incurred by plaintiff Pacific Steel Group that were alleged to have arisen from an illegal contractual restraint that caused a delay in its construction of a rebar-producing steel mill.
- ***Phil Mickelson, et al. v. PGA TOUR, Inc.*** – Conducted various economic analyses related to market definition, market power, and harm to competition on behalf of a plaintiff group of professional golfers and the professional golf tour, LIV Golf. These analyses were prepared to investigate plaintiffs' allegations that the PGA TOUR depressed payments to its member golfers for participating in pro golf events and performed other anticompetitive actions to illegally undermine the launch and tournament operations of LIV Golf's new league.
- ***Toll Brothers, Inc. and Porter Ranch Development Company v. Sempra Energy, et al.*** – Performed economic analysis for defendants Sempra Energy (a natural gas utilities holding company) and its subsidiary, SoCalGas (a utility company), to evaluate damages claims in connection with a blowout of a natural gas reservoir in Porter Ranch, CA and its economic impact on the development of a nearby master-planned community.
- ***In re: Rail Freight Fuel Surcharge Antitrust Litigation*** – For a plaintiff class of direct purchasers, developed an econometric model to estimate overcharge damages stemming from an alleged price-fixing conspiracy among Class I railroads to artificially inflate prices for rail shipping services. Performed a variety of other economic

analyses to demonstrate that evidence common to members of the proposed class could be used to show that all or virtually all class members were overcharged, and that the aggregate amount of overcharge damages incurred by the proposed class as a whole could be calculated on a class-wide, formulaic basis using a reliable methodology.

- ***Merced Irrigation District, on behalf of itself and all others similarly situated v. Barclays Bank PLC*** – Developed an econometric model to estimate damages incurred by a plaintiff class of purchasers of wholesale electricity. Plaintiffs alleged that Barclays Bank exploited monopoly power in various wholesale electricity trading hubs by means of a complex scheme to manipulate daily index prices in whichever way that benefited its own trading positions.
- ***In re: Pre-Filled Propane Tank Antitrust Litigation*** – Developed an economic model and estimated damages for use in mediation on behalf of a class of direct purchasers of filled propane exchange tanks. Defendant companies, Blue Rhino and AmeriGas were alleged to have engaged in a conspiracy to divide the market and fix prices for filled propane exchange tanks.
- ***UFCW et al. v. Sutter Health*** – Performed economic and econometric analysis for self-funded direct purchasers of hospital health care services in a class action antitrust matter. Analysis established that a hospital system's contract terms with payers artificially inflated class members' payments and that all or nearly all class members were injured.
- ***In re: Polyurethane Foam Antitrust Litigation*** – Performed econometric estimation of damages for a class of direct purchasers of polyurethane foam products.
- ***Spencer Meyer, individually and on behalf of those similarly situated, v. Travis Kalanick*** – Performed economic analysis and damages modeling for a class of consumers of Uber's ridesharing services, estimated potential economic damages stemming from an alleged price fixing conspiracy.
- ***Benedict Ezeokoli, Zine Dine Sidi Salah, and Leon Slomovic, individually and on behalf of all others similarly situated v. Uber Technologies, Inc.*** – Performed analysis to establish reliable methodologies for estimating ride-sharing revenues and plaintiffs' aggregate damages stemming from alleged false advertising by Uber.
- ***SourceOne Dental, Inc. v. Patterson Companies, Inc., et al.*** – Estimated economic damages for a plaintiff online distributor of dental supply products stemming from an alleged conspiracy among competing distributors and dental product manufacturers to restrain trade.
- ***OrthoAccel Technologies, Inc. v. Propel Orthodontics, LLC, and Propel Orthodontics USA, LLC*** – Performed an economic analysis of market power related to allegations of unfair competition for a counterclaim defendant seller of orthodontic devices.

- ***TPL SouthTex Processing, Company, LP v. FL Rich Gas Services, LP*** – Estimated economic damages in an arbitration between Targa Resources, a midstream energy company, and Southcross Energy Partners that arose from a contractual dispute over the exchange of payments for power produced by a cogeneration facility.
- ***Schenker AG v. Societe Air France et al.*** – Estimated economic damages incurred by a plaintiff purchaser of air cargo shipping services stemming from an alleged price fixing conspiracy.
- ***Ericsson Inc. and Telefonaktiebolaget LM Ericsson v. Apple Inc.*** – Estimated reasonable royalties for a wide range of patents (some standard-essential) owned by plaintiff Ericsson, Inc. across multiple, simultaneous cases. The relevant patents involved pertained to aspects of cellular communication, data transmission security, and certain hardware in mobile handsets, wearables, computers, tablets, and user applications.
- ***Motorola Solutions, Inc., et al. v. Hytera Communications Corporation, et al.*** – Developed an econometric model to estimate price erosion in the market for digital handheld radio devices caused by competing sales of lower-cost devices that utilized patent-infringing technology that Hytera allegedly stole from Motorola Solutions.
- ***Hannah’s Boutique, Inc. v. Barbara Ann Surdej, Roy Surdej, and Jeffrey Surdej, D/B/A Peaches Boutique*** – Performed economic analysis of market power for a plaintiff owner of a women’s formalwear boutique whose access to designer prom and homecoming dresses was allegedly foreclosed by anticompetitive actions taken by a larger competitor.
- ***Gem Yield Bahamas Limited and Gem Global Yield LLC SCS v. Mullen Technologies, Inc. and Mullen Automotive Inc.*** – Provided case management services for an outside corporate finance expert engaged by the respondent, Mullen Automotive, to offer opinions on contract interpretation and warrant valuation.
- ***In re: Zetia (Ezetimibe) Antitrust Litigation*** – Performed various economic analyses to investigate antitrust claims set forth by a class of direct purchasers of brand pharmaceutical, Zetia, in connection with an alleged reverse payment agreement to delay generic entry following the brand’s patent expiration.
- ***In re: AndroGel Antitrust Litigation*** – Developed an economic model to estimate profits earned by distributors of the brand pharmaceutical, AndroGel, around the time generic versions of the product entered the market.

Engagements in Arbitration, Mediation, and Arbitration

- ***Delaware Basin JV Gathering LLC v. SWEPI LP*** – Developed an economic damages model incurred by a claimant oil & gas exploration and production company

that arose from an alleged contract breach with its joint venture partner in connection with payment rates for natural gas gathering services.

- ***Littop Enterprises Limited, et al. v. Ukraine*** – Estimated the fair market value of natural gas volumes sold by claimant oil & gas production company, Ukrnafta. The claimant alleged it was harmed by the State of Ukraine after being compelled to sell substantial volumes of natural gas at below-market prices to the Ukrainian national oil and gas company, Naftogaz.
- ***In the Special Tribunal to Decide the Disputes Related to the Settlement of the Financial Position of Dubai World and its Subsidiaries*** - For a defendant marine terminal operator, evaluated the economic validity and reasonableness of an opposing expert's model of economic damages for claims related to an alleged contract breach.
- Developed a game theoretic model of competitive bidding behavior in auctions for procuring contracts for the supply of automobile parts. This model was used in conjunction with an econometric model for mediation to show evidence of overcharges incurred by a national automobile manufacturer that arose from an alleged bidding ring among various automobile parts suppliers.
- Performed pre-litigation analysis to assess potential economic damages incurred by a manufacturer of steel coils stemming from alleged monopolization of railroad shipping access.

Other Professional Engagements

Regulatory Impact Analyses (With U.S. Food and Drug Administration)

- FSMA Produce Safety Rule
- FSMA Preventative Controls for Human Food Rule
- Nutritional Facts Labeling Rule
- Menu Labeling Rule
- Vending Machine Labeling Rule
- Voluntary Sodium Reduction Goals: Guidance for Industry

Real Estate Valuation & Valuation Services (With PBTK Consulting)

- Avi Resort and Casino, Laughlin, NV
- Golden Gate Casino, Las Vegas, NV
- Fitzgeralds Casino and Hotel, Las Vegas, NV

- Aliante Master-Planned Community, North Las Vegas, NV
- Various multi-family residential properties
- Various commercial retail centers

Published Papers

"Estimating the Demand for Lottery Gambling: The Influence of Functional Form and the Definition of Effective Price," *Public Finance Review*, September 5, 2014, 1-26.

"Demand for Lottery Gambling: Evaluating Price Sensitivity within a Portfolio of Lottery Games," *National Tax Journal*, September 2014, 67(3), 595-620.

"The Effect of Weather on Physical Activity Among Older Adults: Controlling for Location Selection Using Longitudinal Data," *Journal of Aging and Physical Activity*, 20(1), 80-92.

"Essays on the Consumer Demand for and Optimal Pricing of State Lottery Games," *Doctoral Dissertation*, Texas A&M University, May 2012.

Invited Presentations

"Economic Analysis of the Benefits and Costs of a Reducing Excess Dietary Intake of Sodium through Public Guidance," USDA Food Safety and Inspection Service, Washington D.C., 2013.

"Demand Analysis of State Sponsored Lottery Games," Department of Agricultural Economics Brown Bag Seminar Series, Texas A&M University, College Station, TX, 2012.

"The Demand for Vice: A Complete Demand System Study of Smoking, Drinking and Gambling in Texas," Southern Economics Association Meetings, San Antonio, TX, 2009.

Professional Associations

National Association of Forensic Economics (NAFE)

American Economic Association (AEA)

American Bar Association (ABA)

Los Angeles County Bar Association (LACBA)