

C A P I T A L * T R A D E
I N C O R P O R A T E D**ARIEL H. COLLIS**

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EXPERIENCE

Mr. Collis is a Project Manager with Capital Trade, Incorporated. His background is in economic consulting for law firms, trade associations, and private companies, with specific expertise in Government Relations, Litigation, Government Contracts, International Trade, Telephone Consumer Protection Act, Advertising and Consumer Protection, and Competition. Mr. Collis also has experience in impact and cost benefit analyses.

Economic Consulting and Data Analysis

Mr. Collis has direct experience in the following legal practice areas:

Government Relations

- Prepare cost benefit studies of government regulations, specializing in studies of insular, obscure, and unstudied industries. For example, write in-depth profiles of the U.S. reptile industry, the bait and tackle industry in the Southeastern United States, and the lobbying industry
- Prepare comments on proposed regulations
- Design auction formats. For example, create an auction format to assign Universal Service support subsidies

Litigation

- Develop economic analyses and economic models to test case theories
- Provide assessments of damages under various litigation strategies
- Develop interrogatories
- Identify, support, and prepare expert witnesses
- Assess the strengths and weaknesses of expert testimony and expert reports
- Prepare counsel for deposition and cross examination of opposing experts

Government Contracts

- Serve as expert economic expert, drafting expert and rebuttal reports before the U.S. Court of Federal Claims and the U.S. Government Accountability Office
- Draft analysis and criticism of government and challenger pricing and cost assessment methodologies
- Prepare initial analysis to determine if an award should be challenged
- Summarize and compile pricing and cost data

Advertising Law/Consumer Protection

- Analyze the impact of advertising on product sales
- Assess the economic and statistical evidence upon which various advertised product claims are based. Cases include challenges at the FTC's Bureau of Consumer Protection, the National Advertising Division, and in federal courts
- Consult with clients to determine the likelihood that a proposed advertising campaign will be challenged by an agency or a competitor
- Estimate damages caused by a competitor's false advertising claims

Telephone Consumer Protection Act

- Analyze text, phone, and fax records
- Perform disposition analysis
- Establish business relationships through matching to sales and customer service data
- Draft deposition outlines
- Assist in formulating discovery request
- Prepare liability estimations

Anti-Dumping (AD) & Countervailing Duty (CVD)

- Analysis of feasibility of anti-dumping petitions
- Analysis and critique of anti-dumping questionnaire responses
- Collection and clean-up of respondent data
- Creation of SAS data files in the DOC standardized format
- Analysis of potential dumping liability under various what-if scenarios
- A selection of cases he has worked on include:
 - Certain Infotainment Systems, Components thereof, and Automobiles Containing Same (Section 337)
 - Citric Acid and Certain Citrate Salts from Canada and China (USITC)
 - Utility Scale Wind Towers from Canada (DOC)
 - Certain Steel Nails from Oman (DOC)
 - Certain Softwood Lumber Products from Canada (DOC)
 - Heavy Walled Rectangular Welded Carbon Steel Pipes and Tubes from the Republic of Turkey (USITC)
 - Certain quartz surface products from the People's Republic of China (DOC)

Competition

- Summarize and compile pricing and cost data
- Provide pre-merger consulting to identify antitrust obstacles to a proposed merger or acquisition
- Assess the impact of alternative relevant product and geographic market definitions on the case outcome
- Assess market structure and estimate the likelihood of horizontal restraints, including the potential for unilateral and coordinated price increases
- Prepare analyses involving allegations of monopolization, attempted monopolization, price discrimination, and predatory pricing in private-action antitrust actions

White Papers and Analyses

- An economic impact report on Florida's reptile and amphibian industry
- A report on the modern U.S. reptile industry. (Joint with Robert N. Fenili)
- An evaluation of the sportfishing bait and tackle industry of the Southeastern United States
- A study of the New England scallop fishery
- An impact analysis of proposed regulation 2257 (Joint with Robert Fenili)
- A study on China's monetary policy (Joint with David A. Hartquist and Jeffrey S. Beckington)

Prior to joining Capital Trade, Incorporated, Mr. Collis held the following positions.

- Director, Economic Analysis Group, Georgetown Economic Services, LLC, Washington, DC (2007-2015, 2017-2018). Mr. Collis assisted attorneys with economic and data analyses across a wide variety of practice areas including Litigation, Government Relations, Government Contracts, Advertising, and Consumer Protection.
- Managing Consultant, IBM, Washington, DC (2015-2017). Mr. Collis designed statistical sampling plans and testing procedures for postal equipment. Mr. Collis also analyzed large postal databases, allowing for increased efficiency of postal operations and increased revenue collections from postal service users.

EDUCATION

2007 M.A. in Economics, University of Maryland, College Park, Maryland

2001 B.A., Mathematics, Goucher College, Towson, Maryland

ACTIVITIES AND AWARDS

- U.S. Peace Corps Service, Republic of Vanuatu, 2001-2002

PUBLICATIONS/ARTICLES

- "A Profile of William Haast: Venom Collector and Herpetologist" Volume 27 No. 1 April 2020. Reptiles & Amphibians Journal of the International Reptile Conservation Foundation.
- "An Economic Impact Report on Florida's Reptile and Amphibian Industry" (November 2019)
- "How Your Call Records Can Help Your TCPA Defense" (Joint with Alysa Hutnik and Lauri Mazzuchetti, July 2018.) Law360.
- "Constrictors, Injurious Wildlife Listings, and the Reptile Industry." (Joint with Robert N. Fenili, March 2012) Volume 19, No. 1. Reptiles & Amphibians Journal of the International Reptile Conservation Foundation.
- "The Modern U.S. Reptile Industry." (Joint with Robert N. Fenili, May 2011).
- "Improving Enforcement of the Do Not Call Rules." Volume 18, Issue 1, Fall 2009 CommLaw Conspectus Journal of Communications Law and Policy, from the Catholic

University, Columbus School of Law.

- “Financement Et Gestion De La Societe” (Joint with David A. Hartquist and Jeffrey S. Beckington, August 2009).
- “White House Lobbying Restrictions Relating to the American Recovery and Reinvestment Act.” (Joint with the Regulatory Affairs section of Kelley Drye & Warren LLP and Robert N. Fenili, April 2009).
- “China’s Policy of Substantially Undervaluing the Renminbi: A Challenge for the International Monetary and Trading System.” (Joint with David A. Hartquist and Jeffrey S. Beckington, September 2008).

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