

# Menachem Perlman

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Mr. Menachem Perlman is an economist with 23 years work experience as economic consultant.

Mr. Perlman has abundant experience in applied economic research. His work product includes applied research in industrial organization with specific experience in Industry, telecommunications, electricity, health services, banking and financial services, housing and aviation. Mr. Perlman served as an expert witness in major litigations in Israel.

<b>Experience</b>	2010 –	Perlman & Co.	Israel
		<b>Managing Partner</b>	
		Provides consulting services with emphasis on the following:	
		<ul style="list-style-type: none"><li>▪ Regulation, Antitrust and competition analysis.</li><li>▪ Corporate valuation, feasibility studies and cost-benefit analysis.</li><li>▪ Quantitative research</li><li>▪ Capital Markets.</li></ul>	
	2003–2009	Swary Consulting Ltd.	Israel
		<b>Managing Partner</b>	
		Provides consulting services with emphasis on the following:	
		<ul style="list-style-type: none"><li>▪ Regulation, Antitrust and competition analysis.</li><li>▪ Corporate valuation, feasibility studies and cost-benefit analysis.</li><li>▪ Quantitative research</li><li>▪ Capital Markets.</li></ul>	
	2000–2002	Israel Antitrust Authority (IAA)	
		<b>Deputy General Director and Chief Economist</b>	
		Mr. Perlman headed the Economic Department and was responsible for:	
		<ul style="list-style-type: none"><li>▪ Merger control</li><li>▪ Economic analysis and Economic expert opinions to the courts</li><li>▪ International cooperation with foreign Competition agencies, attending O.E.C.D. competition committee meetings, and participating in the establishment of the new International Competition Network.</li></ul>	

2002 International Competition Network (I.C.N.)

**Chair, Investigative Techniques subgroup**

The Investigative Techniques Subgroup of ICN aims at exploring best practices for conducting effective merger reviews in ICN jurisdictions. The subgroup's work products were ICN international merger workshop and a comprehensive investigative techniques manual. The workshop provided a venue for regulators from 35 antitrust agencies to compare practical experiences in merger reviews. The manual consists of several chapters, concerning the different stages and aspects of the merger review. The members of the subgroup are E.U. DG competition, U.S. Department of Justice, Canada Competition Bureau, Australia ACCC, Korea Office of Fair Trade and Switzerland.

2001–2002 International Competition Network (I.C.N.)

**Member of the Steering group**

The International Competition Network (ICN) provides antitrust authorities with a specialized venue for maintaining regular contacts and addressing practical competition issues. The ICN is unique. It is first and foremost a competition authority forum supported by participating authorities themselves.

1995–2000 Applied Economics Ltd. Israel

**Chief Executive Officer**

Provided consulting services with emphasis on the following:

- Corporate valuation, feasibility studies and cost-benefit analysis.
- Antitrust and competition analysis.
- Quantitative research
- Capital Markets.
- Marketing, consumer behavior and public opinion surveys as well as microeconomics and statistical analysis of survey data.

Mr. Perlman founded the company together with Prof. Zvi Eckstein.

The company's professional staff included leading academics: Prof. Shmuel Kandel Manuel Trajtenberg and Zvi Eckstein at Tel Aviv University and Prof. David Levhari at the Hebrew University.

1989–1995 Economic Models Ltd. Israel

**Economist and Managing Partner (since 1994)**

- Provided consulting services: market analysis, business planning, corporate valuation and policy evaluation.
- Developed computerized economic models for corporations and government agencies drawn from large data bases.

**Education**

1989–1992 Tel-Aviv University Tel-Aviv  
M.A., Economics, *cum laude*.

1987–1989 Tel-Aviv University Tel-Aviv

- B.A., Economics.
- Dean's list, Rector's list; cited by the Israeli Parliament for academic achievements.