

## Contact

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## Top Skills

Competition Economics  
Telecoms Regulation  
Excel Modelling

# Charlie Vlieland-Boddy

Head of Regulatory Economics at CityFibre  
London, Greater London, United Kingdom

## Summary

Experienced economist with broad experience of working with commercial clients, policy makers and regulators, in the telecoms and media sector.

Currently Head of Regulatory Economics at CityFibre.

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## Experience

### CityFibre

Head of Regulatory Economics  
September 2019 - Present (7 months)  
London, United Kingdom

Leading the economic analysis on regulatory and competition matters.

### Oxera Consulting LLP

Senior Consultant  
May 2016 - July 2019 (3 years 3 months)  
London, United Kingdom

Oxera is one of Europe's leading consultancies specialising in the application of economics to solve competition, regulatory and strategy issues.

I worked with telecoms and media clients (including in the digital space) to apply economic concepts to help them solve problems. Questions my clients asked included:

- How should we value different types of audio-visual content; balancing the commercial benefits of acquisition with the content costs and risks of regulatory intervention.
- How do we ensure (in terms of commercial behaviour and pricing) that we comply with regulation and competition law?
- What commercial opportunities are likely to arise in the evolving market landscape?
- How will proposed regulatory amendments affect our business, and how should we adapt to minimise commercial risk?

- How do we ensure the marketing, strategy and policy/regulatory teams are all aligned, and pulling in the same/right direction?

My Oxera clients included: a global social media platform (on net neutrality regulation), a consortia of European broadcasters (on improving brand prominence in the digital age), a European PayTV platform (on content acquisition valuation and strategy), a European music collecting society (in a dispute with a downstream platform), the Motion Picture association of America (on cross-border regulation), a European broadband provider (on commercial and regulatory strategy), an EU telecoms regulator (on 5G mobile strategy), and small island telecoms regulator (on regulatory strategy and assessing competition problems).

## Ofcom

### Senior Economic Advisor

January 2013 - May 2016 (3 years 5 months)

I acted as a lead economist on market reviews, disputes and Competition Act cases.

The scope of my work spanned fixed telecoms market as well as broadcast media, including assessing the market for premium content.

Example projects:

- A broadcast competition case for FA Premier League rights, in which we assessed whether the way rights for live football were made available was acting to restrict or distort competition.
- The WLA market review, in which i led the fibre broadband cost modelling.
- The WBA market review in which i acted as lead economist on market definition and SMP.

## PA Consulting Group

### Analyst

February 2012 - January 2013 (1 year)

London, United Kingdom

PA Consulting is a leading management consultancy specialising in strategy advisory services. PA has over 2,500 employees across more than 25 offices.

I provide strategy support to clients in the media, entertainment and telecoms sector.

Projects worked on include:

- Supporting a European regulator with GSM licence extension strategy
- Providing negotiation strategy and support to two UK Mobile network operators (who were procuring 4G sites)
- Provided strategy advice on sourcing and procurement a large multi-national IT solution, including building a financial forecasting model, for a large global systems integrator
- Provide regulatory strategy support to a middle-eastern national telecoms regulator, in respect of VoIP

Ovum

Junior Consultant

January 2011 - February 2012 (1 year 2 months)

I worked in the Telecoms Regulation and Policy Consulting Practice, advising clients (telecoms operators and regulators) on the impacts of regulatory changes in the telecoms market.

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## Education

University of Warwick

Master of Science (MSc), Economics · (2009 - 2010)

University of Southampton

BSc Economics, (First Class) · (2006 - 2009)