

# Dr. Jacques Potin

Senior Consultant/Principal



## Contact

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Based in Paris, Dr. Potin is an economist in NERA's Transfer Pricing, Intellectual Property, and Valuation Practices. He provides economic expertise to multinational companies on the design, implementation, documentation, and defense of their intra-group pricing policies and on the valuation of intangible property. He notably assists clients in designing profit split models and in negotiating Advance Pricing Agreements with tax authorities. Dr. Potin also provides litigation support to clients in various industries.

In recent years, Dr. Potin has advised multinational companies in a variety of industries, including telecom, cosmetics, flavour and fragrances, food and nutrition, internet, software, hospitality, construction and industrial machinery, and defense.

In addition to his working experience in transfer pricing and valuation, Dr. Potin regularly teaches on topics relating to economic consulting, including transfer pricing. He is managing a course taught by NERA experts at HEC School of Management (Paris) in the Master's in finance and economics program. Prior to joining NERA, Mr. Potin worked as a research professor in economics at Essec Business School (near Paris).

## Education

PhD in economics, University of Chicago Master's in economics, Paris School of Economics / EHESS Master's in management, HEC School of Management (Paris)

## Practice Areas

Transfer Pricing

## Languages

English, French

## About NERA

NERA Economic Consulting ([www.nera.com](http://www.nera.com)) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.