

# Richard J. Eichmann

Senior Managing Director

Chair of NERA's Intellectual Property Practice



## Contact

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Richard Eichmann is a trusted testifying damages expert with over 25 years of experience. He applies economic expertise to intellectual property, antitrust, and finance disputes across a variety of industries including the automotive, airline, credit card, financial, energy, gaming, pharmaceutical, and technology sectors. An in-demand testifying expert in litigation and arbitration, Mr. Eichmann has a successful track record of never having had an opinion excluded in federal court.

Mr. Eichmann has been retained for issues including product defect and other class actions, patent infringement, trade secret misappropriation, and general commercial litigation matters. He has particular expertise in damages modeling, business valuation, econometrics, statistics, sampling, survey research methods, and conjoint analysis. He excels at drawing meaningful conclusions from large, complex, and disparate datasets.

Mr. Eichmann has filed expert reports in federal and state courts and testified during arbitrations. His testimonies include analyses utilizing the application of statistical methods, sampling, survey design, business valuation, and econometrics as they pertain to the calculation of damages and lost profits.

Prior to joining NERA, Mr. Eichmann was a Managing Director in the dispute advisory practice of an international consulting firm. He also provided economic analysis and dispute advisory services at a private litigation consulting firm and two Big 4 accounting firms. In addition, Mr. Eichmann worked as an analyst in the automotive industry utilizing proprietary survey research data for time series analysis and as a research assistant for the Survey Research Center at the Institute for Social Research in Ann Arbor, Michigan, on panel study surveys.

## Education

MA in applied economics, University of Michigan

BA in economics & philosophy, University of Michigan

Doctoral courses in econometrics and mathematical economics, George Mason University

Certified Valuation Analyst, National Association for Certified Valuators and Analysts

## Publications

- *The Role of Economics on the Road to Autonomous Vehicles and Digital Mobility*

## **Practice Areas**

Communications, Media, and Internet

Intellectual Property

International Arbitration

Labor and Employment

Life Sciences

Product Liability and Mass Torts

Securities and Finance

Statistical Sampling and Analysis

Survey Research, Design, and Analysis

White Collar, Investigations and Enforcement

## **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.