



JEFFREY S. ANDRIEN, MBA

CURRENT POSITION

Finance Scholars Group, Austin, Texas
President (April 2009 - present)
Director (December 2008 - present)

PAST POSITIONS

CRA International
Vice President (June 2007 - November 2008)

ERS Group
Principal (November 2004 - June 2007)

LECG (and predecessor companies)
Senior Engagement Manager-highest level achieved (December 1998 - November 2004)

EDUCATION AND TEACHING EXPERIENCE

MBA, University of Texas, McCombs School of Business

BA, Economics, University of Texas

Visiting Professor of Finance in MBA program at Olin School of Business, Washington University,
St. Louis Missouri (Summer 2008)

Thammasat University in Bangkok, Thailand
Visiting Professor of Finance in MIM program (2006 - present)

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

American Bar Association, Associate Member

Licensing Executive Society, Member

Austin Intellectual Property Lawyers Association, Member

Houston Intellectual Property Lawyers Association, Member



PUBLICATIONS AND PRESENTATIONS

- “Brand Armor: Protecting Your Most Valuable Asset,” (with Benoit and Zerrillo).
Scheduled for publication as a book chapter compiled by Emory University’s Zyman Institute for Brand Science
- “Approaches to Brand Valuation in a Global Marketplace.”
Presentation January 2009 at the American Intellectual Property Lawyers Association (AIPLA) Midwinter Meeting in Miami, Florida
- “Sub-prime Crisis: How Did We Get Here and What Comes Next”
2008 CLE Program at Vinson and Elkins, Austin, Texas
2008 CLE Program at Winstead, Austin, Texas
2008 CLE Program at Brown McCarroll, Austin, Texas
- “Principals of Business Valuation”
2007 CLE Program, Austin Young Lawyers Association, Austin, Texas
2007 CLE Program, Dallas Young Lawyers Association, Dallas, Texas
- “Working with Financial Experts”
2007 CLE Program at Greenberg Traurig, Houston, Texas
- “Understanding Financial Statements”
2006 CLE Program at Hunton and Williams, Atlanta, Georgia

TESTIMONY AND EXPERT REPORTS

- Betsy Aubrey et al. v. DOBI Medical International, Inc., et al., Civil Action No.: A-05-CA-1070-SS. Western District of Texas, Austin Division. Federal Rule 26 report and deposition testimony. 10b-5 Damages case. (2007)
- Giddy Up, LLC v. Prism Graphics, Inc. et al., Civil Action No.: 3:06-CV-0948-BECF. Northern District of Texas, Dallas Division. Federal Rule 26 report and trial testimony, Intellectual Property case. (2007)
- Marquis Furniture, Inc. v. Mathis Bros. Furniture Co., Inc., et al. Case No. CIV-04-1604-F; USDC Western District of Oklahoma. Federal Rule 26 report, Antitrust damages related to price discrimination. (2008)

SELECTED CONSULTING ASSIGNMENTS

Antitrust Matters

Engaged to calculate antitrust damages related to price discrimination and fraud claims in the wholesale home furniture industry.



Examined economic issues related to alleged tying arrangements practiced by a medical device company.

Performed economic analysis related to a Section I and II claim in the laboratory airflow control systems market.

Examined a tying and bundling claim in the television broadcasting industry.

Performed liability analysis related to an electricity market manipulation claim.

Performed economic damages analyses for a generic pharmaceutical company that was allegedly kept from entering a specific antibiotic market by the branded company through fraudulently obtained patent protection.

Analyzed liability and assessed damages associated with an alleged Resale Price Maintenance Agreement in the “cosmeceuticals” industry.

Determined economic damages suffered by purchasers of ammonium nitrate due to price fixing.

Performed liability and economic damages analyses, as well as litigation support for an international client accused of collusion in the vitamins industry.

Performed liability and economic damages analyses and litigation support for an international client accused of collusion in the amino acids industry.

Intellectual Property Matters

Engaged by counsel for the defense to determine patent infringement damages in a matter involving computer hardware technology.

Calculated damages in a misappropriation of trade secrets case between two computer software firms.

Assessed liability and quantified damages in a misappropriation of trade secrets dispute between two drilling fluids services firms.

Provided business strategy and licensing assistance to the owner of an Internet patent portfolio.

Determined damages in a patent infringement case involving two “neutraceuticals” companies.

Assessed reasonable royalty and lost profits claim involving baseball training product.

Assessed lost profits and diminution of business value claims involving a misappropriation of trade secrets dispute between a start-up biotechnology firm and a nationally renowned research institution.

Assessed the amount of reasonable royalties due to patent infringement involving two air-jet weaving machine patents. Critiqued lost profits and reasonable royalties claimed by plaintiff.



Determined the amount of reasonable royalties due to patent infringement in the prepaid wireless telecommunications industry.

Assessed the amount of reasonable royalties due to patent infringement involving a patent for pet snacks.

Engaged by plaintiff to assess lost profits damages for a company in the cardiac rhythm management business. Developed lost profits damages model, critiqued lost profits claimed by defendant, assisted in preparing for expert deposition and trial, and prepared prejudgment interest model and affidavit.

Valuation and Damages Matters

Currently working on valuation issues pertaining to a large family enterprise involved in an estate tax examination.

Currently engaged by counsel for the defense to provide economic and financial analysis to a large bank involved in a dispute regarding the bank's involvement in a loan syndicate. The dispute is related to the cable television industry.

Engaged to calculate personal injury damages due to a small business owner as a result of an automobile accident.

Performed econometric and financial analyses for the defendants in a large, securities class action case involving initial public offerings.

Calculated damages in a large 10B-5 litigation involving a document management technology and service company.

Assessed the real property value of a Hawaiian hotel involved in a bankruptcy related dispute.

Engaged to provide damages analysis in a 10B-5 litigation involving a defunct broadband company.

Performed valuation of derivative financial instruments in an Enron-related criminal matter. Quantified damages for defense counsel in a large securities class action case involving a bankrupt energy company.

Performed damages analysis in a 10B-5 litigation involving a medical device firm.

Engaged by counsel for the defense to provide liability and damages opinions relative to a securities litigation involving derivative financial instruments.

Assessed mutual fund trading activities of alleged market timers and late traders for the SEC.

Engaged by the state of Texas to assist in analyzing proposed legislation regarding investment disclosure requirements.



Assessed damages due to a large airplane engine manufacturer as a result of faulty equipment produced by a sub-contractor.

Performed a business valuation of a hydroxides manufacturing unit for a multinational client in a breach of contract case.

Conducted damages analysis related to a postmerger dispute between a large express mail company and two of its European affiliates.

Valued natural gas salt-domed storage facility.

Valued natural gas pipeline facility.

Assessed damages associated with breach of a natural gas processing and purchase contract.

Determined well connection costs, well deliverability, well capacity, and compression maximums. Also, analyzed gains to producers from gaming nominations to pipelines.

Conducted damage analyses related to alleged 10B5 securities violations by a large waste industry company.

Performed valuation of a biotechnology company engaged in a breach of contract dispute involving preclinical and Phase I pharmaceuticals.

Assessed stock and future earn out damages associated with claims of fraud and misrepresentations related to an acquisition of consumer car care products.

Calculated damages resulting from the withholding of restricted securities in association with an acquisition of a Phase I/Phase II biotechnology firm.

Assessed damages claim in a breach of contract case involving two parking services companies.

Bankruptcy Matters

Valued a hotel property in Hawaii that was involved in a bankruptcy proceeding.

Performed a fraudulent transfer and preference analysis of the pre-petition transactions to determine avoidability, valued corporate assets, assessed litigation alternatives for additional recoveries, and reviewed debtors proposed business plan.

Conducted individual practice assessments, market surveys, and damage estimates associated with the failure of a physicians practice management company.

Performed financial analyses related to the pre-petition financing and collateral position of a Chapter 11 telecommunications company.



Analyzed investor claims of legal malpractice to assess recovery possibilities. Also, performed various financial analyses to determine the feasibility of class certification.

INSURANCE MATTERS

Assisted a large national insurance carrier in the divestiture of its healthcare practice.

Performed Y2K readiness assessments on behalf of state insurance regulatory boards.

Managed an engagement to eliminate a large claims backlog for an insolvent insurance carrier.

CONTACT INFORMATION

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FSG



Finance Scholars Group
Accounting • Economics • Finance
Intellectual Property • Marketing • Valuation
California • Illinois • New York • Texas
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FSG provides consulting and expert witness services related to complex issues in accounting, economics, finance, intellectual property, marketing, and valuation. Our experts include prominent professors from leading universities and experienced, highly-credentialed staff professionals, including CPAs, CFAs, MBAs, and PhDs.