



**Reto Bleisch, M.A.**  
Counsel

## Contact Information

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## Area of Expertise

Reto Bleisch has extensive experience across a range of regulated network industries such as transport, telecommunications, energy, water, airports and postal services. He is an expert in regulatory and industrial economics and is specialised in regulatory design, impact analysis, market and cost modelling. As a Counsel with Swiss Economics, Reto is providing advice to project specific teams across various sectors with regards to regulatory strategies, pricing, access conditions or benchmarking.

## Work Experience (Selection)

2016 – Expert, Swiss Economics  
2011 – 2015 Director Regulatory & International Affairs  
Swiss Federal Railways SBB/CFF/FFS  
2011 Senior Consultant, WIK GmbH  
2008 – 2011 Manager Telecommunication Regulation,  
Commerce Commission New Zealand  
2005 – 2008 Head of Regulatory Accounting, Swisscom  
2003 – 2005 Senior Regulatory Economist, cablecom  
2001 – 2003 Economist Corporate Development & Strategy,  
Swiss Post

## Education

2001 lic. oec. publ. - Master in Economics and  
Finance at the University of Zürich

## Skills and Competences

### Languages

German Native speaker  
English Fluent in speech and writing  
French Fluent in speech and writing  
Spanish Solid in speech and writing  
Italian Solid in speech and writing

### Social

Teamwork and leadership in multidisciplinary and multicultural environments. Working with incumbents, access seekers, government departments and regulatory bodies. Working with media, press and politicians. International representation and bargaining. Presentations and chairing

at international conferences, panels, workshops, etc. worldwide. Instructor level in alpine skiing.

### Organizational

Leadership, project management, strategy development and implementation, budget responsibility, management of research projects, seminars and courses.

### Technical

Market modelling, econometric analysis and modelling, programme analysis and evaluation, market regulation, policy making.

### Computer

Familiar with all standard MS applications (Excel, PowerPoint, Word, Access), statistical software (SPSS, Stata), GIS based tools and programming frameworks/languages (Visual Basic, .net framework, C++).

### Publications

#### Reviewed Articles

"Developments in the European Railway Sector: Challenges for Railway Service Providers". 2015. Routledge Publication. With B. Meier & G. Smith.

"International Experience with Vertical Separation in Telecommunications – The Case of New Zealand". 2009. Presented at the Bahrain Conference on "Developments in Telecommunications Markets". Paper available on SSRN. With S. Marcus.

"Liberalization and Regulation of the Swiss Letter Market", 2005. In Regulatory and Economic Challenges in the Postal and Delivery Sector, edited by M. A. Crew and P. R. Kleindorfer. Boston, MA: Kluwer Academic Publishers, pp. 53–72. With H. M. Dietl & R. Bleisch.

"Financial Decision Making – Are Women really more Risk-Averse?". 1999. American Economic Review (Papers and Proceedings) 89(2), p. 381-385. With Prof. R. Schubert, M. Brown, M. Gysler und H.W. Brachinger.

#### Studies and Reports

"Exclusivity on Content". 2006. Research publication for the European Communications and Telecommunications Association (ECTA).

"The Law and Economics of Digital Platforms". 2005. Research publication for the Global Competition Law Centre (GCLC) London. With Prof. G. Damien.