

Professor Roya Ghafele is the founder and Managing Director of OxFirst, ([www.oxfirst.com](http://www.oxfirst.com)) an award-winning law and economics consultancy specialised in the valuation of patents, copyright and other forms of Intellectual Property Rights for litigation, licensing, investment and sales purposes. Her economic assessments have also found application in transfer pricing and IP management.

Professor Ghafele has worked as an Economist in the seminal case *Unwired Planet vs Huawei* at the *Supreme Court of England and Wales*. She also worked as an economic expert at the *Supreme Court of British Columbia in Canada*. She also testified on the economics of IP and Competition Law at the *High Court of England and Wales*, the *Regional Court of Munich*, the *Regional Court of Mannheim in Germany*, as well as with the *Paris Tribunal in France*. She also testified several times on IP matters at the European Parliament, the European Commission and the UK Intellectual Property Office. In addition, her economic assessments have also supported policy decisions, both at the national and international level. Professor Ghafele has more than seventy scientific publications to her name and presented at more than 100 conferences in IP and Competition around the world.

Under Professor Ghafele's leadership, OxFirst has won the 'Best IP Valuation Firm in the UK' award by Global 100. Professor Ghafele and OxFirst have also been awarded by magazines such as Intellectual Asset Management, The International Lawyer or SME News. Prof. Ghafele has also been regularly recognized as 'Most Inspiring Business Leader' and 'Female Entrepreneur of the Year' by a host of different business magazines.

Professor Ghafele is exceptionally highly qualified, trained at Johns Hopkins University, the Sorbonne in Paris and Vienna University. She is a visiting Professor at Brunel University, London and is fluent in English, German, French and Italian, as well as being an accredited expert witness to Courts in England and Wales. Prior to founding OxFirst, Dr. Ghafele held an Assistant Professorship with the University of Edinburgh, a Departmental Lectureship with the University of Oxford and a Research Fellowship with the Haas School of Business, University of California at Berkeley.

Whilst working with the Organisation for Economic Cooperation and Development (OCED) and the World Intellectual Property Organization (WIPO), Dr. Ghafele offered strategic advice on Intellectual Property and Technology Transfer to Governments in Europe, Asia and the Middle East. In 2000 she started her career with the management consulting firm McKinsey & Company, which she exchanged for a previous career as a ballet dancer.

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