

Susannah Sheppard



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Overview

Susannah advises on all aspects of EU and UK competition law and has regulatory expertise in technology, travel, air transport, financial services and telecommunications.

She has considerable experience in both the public and private sectors having worked for the European Commission, the UK Cabinet Office and the European Court of Justice prior to working in private practice. Susannah gained her law degree from Oxford University (LLM Hons.), a Maîtrise in International Relations from the Université Libre de Bruxelles and a Post Graduate Diploma in Economics for competition law from King's College, London. She speaks French and Spanish.

Susannah became a Competition and Regulatory partner at Addleshaw Goddard in 2002. She worked directly for a number of clients from 2006 to 2007 and then launched Kemp Little's Competition and Regulatory practice in 2008.

Areas of Expertise

- EU and UK merger clearances, acquisitions and joint ventures
- Market investigations and competition enquiries
- Anti-competitive agreements and practices such as price fixing, market sharing, information exchanges, cartels and restrictive practices
- Abuse of dominant market position
- Copyright and intellectual property issues relating to competition law
- Competition compliance programmes and training
- Strategic and behavioural competition and regulatory advice
- Competition law strategy and compliance in the context of standardisation
- Media and telecommunications
- Travel and air transport

Key Achievements

- Defending an equities trading exchange against claims of abuse of dominant market position
- Advising and representing client in relation to OFT investigation into outdoor advertising
- Advising major on-line services provider on competition compliance, and on the use of competition law in commercial negotiations with dominant suppliers
- Advising UK regulatory authority on the application of EU and UK regulation to the fulfilment of its core regulatory and review functions
- Advising on and project managing the regulatory approval process for the EEA business expansion of a major multinational travel provider
- Advising on and restructuring the EEA regulatory licensing requirements for a major on-line services provider

Recognition

Susannah “*quickly gets to the heart of the issue, anticipating all the angles and identifying solutions to achieve clients’ objectives reasonably and proportionately*”

Chambers UK (2013)

Career History

2011	Keystone Law <i>Consultant Solicitor</i>
2008-2011	Kemp Little <i>Partner</i>
2006-2007	Keystone Law <i>Consultant Lawyer</i>
2003-2005	Addleshaw Goddard <i>Partner</i>
1998-2003	Theodore Goddard <i>Associate then Partner</i>
1995-1998	<i>Qualified as a Solicitor</i>
1995-1998	Cabinet Office <i>European Fast Stream Lawyer</i>
1994	<i>Called to the Bar</i>
1991-1993	European Commission <i>Consultant to the Directorate-General for International Trade and Commercial Relations</i>
1990-1991	European Commission <i>Stagiaire then Consultant with the Directorate-General for Internal Market Policy and Industrial Affairs</i>