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Education

B.B.A. in Finance,
University of Texas

Consulting History

Echelon Analytics
2012 – Present
Dallas, Texas

FTI Consulting
2005 – 2010
Dallas, Texas

Ashley Gonzalez has more than 11 years of experience providing analysis of financial, economic and damage issues in litigation and other business dispute matters. Ms. Gonzalez has experience for both plaintiffs and defendants on matters involving patent infringement, trade secret misappropriation, trademark infringement, breach of contract, breach of fiduciary duty, and valuations, among others. She has performed damage calculations, including lost profits, reasonable royalties and price erosion; analyzed domestic industry issues; delegated and supervised various project tasks; collaborated with team members to deliver expert reports; and assisted with trial preparation. She also has assisted clients in the identification of relevant information, in the review of appropriate financial/damages considerations and in the development of related case strategies.

The matters on which Ms. Gonzalez has consulted have involved companies across a wide variety of industries, including:

- Automotive
- Banking/Financial Services
- Consumer Products
- Entertainment
- Financial Services
- Food and Catering Services
- Healthcare
- Internet/Software
- Medical/Pharmaceutical
- Meetings
- Mobile Phones
- Oil and Gas
- Sporting Equipment
- Telecommunications

Professional Experience

Some examples of Ms. Gonzalez's case experience include:

Breach of Contract

- Assisted in the analysis of damages for plaintiffs regarding breach of contract, breach of fiduciary duty and unjust enrichment, among other claims, involving freestanding emergency rooms. Analysis included numerous categories of damages addressing each of the claims.
- Assisted in the analysis of lost profits and unjust enrichment in a breach of contract claim for plaintiff involving the secondary-market ticket marketplace.
- Assisted in the analysis of damages for plaintiff regarding a breach of contract claim involving software for financial institutions. Extensive document review and identification of relevant information involved.
- Assisted in the analysis of damages for plaintiff regarding numerous claims, including breach of contract, breach of fiduciary duty and tortious interference, among others, against both an entity and individuals in the healthcare cost containment industry. Substantial financial schedules were required.

Intellectual Property

- Assisted in the analysis of damages for defendants regarding patent infringement claims on hybrid electric vehicles. Analysis included the determination of a



reasonable royalty and royalty base. Also provided rebuttal analysis of the plaintiffs' expert report.

- Assisted in the analysis of damages for defendant involving patent infringement claims on smartphones.
- Assisted in the analysis of damages for defendants in a trade secret misappropriation matter involving the credit monitoring industry. Additionally provided analysis for counter-plaintiff's antitrust claims which included present and future lost profits. Analysis included review of industry statistics and trends, market share and the parties' historical and projected sales and profitability.
- Assisted in the analysis of damages for defendants regarding unjust enrichment claims in trade misappropriation matter for cash inventory management in financial institutions. Issues included numerous agreements that resulted in multiple present value scenarios.
- Assisted in the analysis of damages for plaintiff's copyright infringement and breach of contract claims in the entertainment industry. Copyright damages included actual damages and non-overlapping infringers' profits.
- Assisted in the analysis of damages for plaintiff regarding trademark infringement in the information technology market. Analysis included lost profits and increased expenses.
- Assisted in the analysis of damages for plaintiff regarding trademark infringement in connection with food and drink catering services. Damage considerations included unjust enrichment, unfair competition and lost profits.
- Assisted in the analysis of lost profits and price erosion in a patent infringement claim for plaintiff involving the oil and gas industry. Analysis included detailed review of product lines and their associated customers, production, average selling price and margins.
- Assisted in the analysis of damages for plaintiff regarding misappropriation of trade secrets in the meetings industry. Matter included a reasonable royalty analysis.

Presentations and Publications

- "Tips from the Experts: How to Be Effective and Efficient" (with Chase Perry and Georgina Lee), in Expert Alert, Expert Witnesses Committee of the American Bar Association Section of Litigation, Volume 3, No. 1, Winter 2007

Additional Professional Experience

Prior to Echelon Analytics, Ms. Gonzalez was employed with FTI Consulting, a global business advisory firm that provides multidisciplinary solutions.