

## Dr David Deller

### Home Address:

Norwich  
Norfolk  
United Kingdom

### Work Address:

Centre for Competition Policy  
University of East Anglia  
Norwich Research Park  
Norwich  
Norfolk  
NR4 7TJ  
United Kingdom

*e-mail:* david.deller@university-college.oxon.org  
*website:* www.daviddeller.co.uk

*work email:* david.deller@uea.ac.uk  
NATIONALITY: British

---

## EDUCATION

*University of Essex, Colchester, UK*

### **PhD in Economics**

Thesis title: 'Three Essays on Economics and Incentives'

**Awarded March 2013  
(submitted October 2012)**

*University of Essex, Colchester, UK*

### **MSc in Economics (with distinction)**

**Awarded November 2008**

*University College, University of Oxford, UK*

### **BA in Economics and Management, 2:1**

**Awarded July 2005**

---

## PUBLICATIONS

### *Journal Articles*

- Deller, D. (2018), 'Energy Affordability in the EU: the Risks of Metric Driven Policies', *Energy Policy*, Vol 119 (August 2018), pp. 168-182

### *Reports*

- Deller, D. and C. Waddams Price (eds.) (2018), 'Fairness in Retail Energy Markets? Evidence from the UK', final report from the 'Equity and Justice in Energy Markets' project falling under the UK Energy Research Centre (UKERC) programme
- Deller, D., P. Bernal, M. Hviid and C. Waddams Price (2017), 'Collective Switching and Possible Uses of a Disengaged Consumer Database', report funded by Ofgem
- Lu, L., D. Deller and M. Hviid (2017), 'Price and Behavioural Signals to Encourage Water Conservation', a report for Anglian Water
- Deller, D. and C. Waddams Price (2015), 'Affordability of utilities' services: extent, practice, policy', report for the Centre on Regulation in Europe (CERRE), Brussels  
This report is supported by 13 detailed research papers for which I performed the majority of the research.
- Deller, D., M. Giuliotti, J.Y. Jeon, G. Loomes, A. Moniche and C. Waddams Price (2014), 'Who Switched at 'The Big Switch' and Why?', report for Which? the UK's Consumer Association

### *Working Paper Series*

- Deller, D. and C. Waddams Price (2018), 'Energy Affordability in the UK: Corrected Energy Expenditure Shares 1992-2014', Centre for Competition Policy (CCP) Working Paper 18-8
  - Lu, L., D. Deller and M. Hviid (2018), 'Price and Behavioural Signals to Encourage Household Water Conservation in Temperate Climates', CCP Working Paper 18-1
  - Deller, D., M. Giuliotti, G. Loomes, C. Waddams Price, A. Moniche Bermejo and J.Y. Jeon (2017), 'Switching Energy Suppliers: It's Not All About the Money', CCP Working Paper 17-5
  - Deller, D. and F. Vantaggiato (2014), 'Revisiting the Regulatory State: A Multidisciplinary Review Establishing a New Research Agenda', CCP Working Paper 14-9
-

---

### *Work in Progress*

- Deller, D., G. Turner and C. Waddams Price, 'A Postcode Lottery: Regional Electricity Price Variations for Inactive Consumers', part of the UKERC 'Equity and Justice in Energy Markets' project
- Deller, D. and C. Waddams Price, 'Comparing English Fuel Poverty Rates: Reported vs Modelled Expenditure', part of the UKERC 'Equity and Justice in Energy Markets' project
- Deller, D., G. Turner and C. Waddams Price, 'Discrepancies between Perception- and Expenditure-based Fuel Poverty Indicators over Time', part of the UKERC 'Equity and Justice in Energy Markets' project
- Deller, D., and A. Fletcher, 'Micro and Small Businesses' Satisfaction with the Energy Market: Policy Implications', part of the UKERC 'Equity and Justice in Energy Markets' project

### *Other Working Papers*

- 'The Economics of the Criminally Inclined' (joint with M. Coles)
- 'Moral Hazard, Optimal Contracting and Strategic Competition'
- 'Effort Externalities, Relative Performance Evaluation Across Firms and Collusion in Incentive Contracts'

---

### CONSULTATION RESPONSES

---

- Deller, D., M. Hviid and C. Waddams (October 2018), 'Competition and Markets Authority (CMA): 'Loyalty penalty' super-complaint'
  - Deller, D., M. Harker, M. Hviid, W. Lam, K. McCullagh, P. Ormosi, S. Peyer, D. Reader and C. Waddams (July 2018), 'Department for Business Energy and Industrial Strategy (BEIS): Modernising Consumer Markets – Green Paper'
  - Deller, D. and C. Waddams (June 2018), 'Ofgem: Default Tariff Cap Policy Consultation'
  - Lu, L., D. Deller and M. Hviid (April (2018), 'Thames Water: Consultation on Water Resources Management Plan 2019'
  - Deller, D., E. Errington, A. Fletcher, M. Hviid, D. Reader and C. Waddams (December 2017), 'BEIS Parliamentary Committee: Pre-legislative scrutiny of the draft Domestic Gas and Electricity (Tariff Cap) Bill Inquiry' (The committee's report cited the response 7 times and quoted it 3 times)
  - Deller, D., M. Hviid and C. Waddams Price (August 2017), 'Ofcom: Helping consumers to engage in communications markets – Call for inputs'
  - Deller, D., E. Errington, M. Hviid and C. Waddams Price (September 2016), 'House of Lords Select Committee on Economic Affairs: The Economics of UK Energy Policy'
  - Deller, D. and M. Hviid (August 2016), 'Ofwat: Costs and benefits of introducing competition to residential customers in England – emerging findings'
  - Deller, D., M. Hviid and C. Waddams Price (April 2016), 'CMA: Energy market investigation – Provisional decision on remedies'
  - Deller, D. and M. Hviid (February 2016), 'Ofwat: Review of retail household markets in the water and wastewater sector – Call for evidence'
  - Deller, D., M. Hviid and C. Waddams Price (December 2015), 'Department for Business, Innovation and Skills: Switching Principles - Call for Evidence'
  - Deller, D. and C. Waddams Price (November 2015), 'CMA: Energy Market Investigation – Supplemental Notice of Possible Remedies'
  - Deller D. and C. Waddams Price (October 2015), 'CMA: Energy Market Investigation – Invitation to comment on the proposed methodology and draft questionnaire for the CMA's research with tenants'
  - C. Waddams Price, M. Hviid and D. Deller (August 2015), 'CMA Energy Market Investigation – Notice of Possible Remedies'
  - Deller, D., M. Hviid and C. Waddams Price (January 2015), 'House of Lords Energy and Climate Change Committee: Energy Price Comparison Websites Inquiry'
  - Hviid, M., C. Waddams Price and D. Deller (November 2014), 'Ofgem: Treatment of white label providers in the domestic retail market'
  - Hviid, M. and D. Deller (October 2014), 'Prudential Regulation Authority/Financial Conduct Authority: Strengthening the alignment of risk and reward – new remuneration rules'
  - Deller, D., M. Hviid and A. Kreuzmann-Gallasch (September 2014), 'Ofcom: Consumer Switching – Next steps and call for inputs'
  - Deller, D., M. Flores, C. Waddams Price and M. Zhu (September 2014), 'CMA: Draft Customer Survey Questionnaire (Energy Market Investigation)'
-

- 
- Deller, D., M. Hviid, J.Y. Jeon, D. Mantzari, C. Waddams Price and M. Zhu (April 2014), 'Ofgem: Protecting consumers in collective switching schemes'
- 

#### BLOG/OTHER ARTICLES

---

- 'Price and Behavioural Signals to Encourage Household Water Conservation' (joint with L. Lu and M. Hviid), CCP Research Bulletin, Issue 35, Spring 2018
  - 'Energy Affordability and Old Age: Expenditure vs self-reported perceptions' (joint with C. Waddams), CCP Research Bulletin, Issue 35, Spring 2018
  - 'The CMA's Energy Market Remedies : Boxed into the Wrong Corner?', CCP Competition Policy blog, 14 April 2016
  - 'The CMA's Energy Market Provisional Remedies: Right Direction but Inadequate, and Missing an Important Trick', CCP Competition Policy blog, 11 March 2016
  - 'The affordability of utilities in Europe' (joint with C. Waddams), CCP Research Bulletin, Issue 30, Autumn 2015
  - 'Who switched energy suppliers in The Big Switch and why?', Which? Conversation blog, 9 January 2015
- 

#### RESEARCH INTERESTS

---

Industrial Organisation, Regulated Industries, Competition Policy, Empirical and Applied Microeconomics

---

#### EMPLOYMENT

---

*Centre for Competition Policy, University of East Anglia,  
Norwich, UK*

##### **Senior Research Associate**

**August 2016-Present**

- Researcher supporting faculty on multiple research projects. Tasks include: in-depth data analysis using STATA, survey design, dissemination and engagement activities, and writing literature reviews.
- Leader of two research packages and co-ordinator of two further research packages in the UKERC funded 'Equity and Justice in Energy Markets' project. Includes the day-to-day management of a dedicated Research Associate for 2 years.

##### **Research Associate**

**September 2013 – July 2016**

- Led process to upload 24 datasets and 46 dataset records to the UK Data Archive in under two months. Included managing 3 other Research Associates under considerable time pressure.
- Co-ordinator for the major research project resulting in 'Who Switched at 'The Big Switch' and Why?'
- Centre co-ordinator for consultation responses and invitations to tender

*Department of Economics, University of Essex, Colchester, UK*

##### **Temporary Lecturer**

**January-June 2013, January-June  
2012, September 2011**

##### **Graduate Teaching Assistant**

**2009-2012**

*Barclays Bank PLC, London, UK*

##### **Business Leadership Programme (Graduate Trainee)**

**September 2005-March 2007**

- 4-month placement in **Business Support Team, UK Banking Risk.**
- Longer term placement attached to a board member of **Barclays' UK mortgage service division, 'Mortgage Loan Services'.**

---

## FUNDING, IMPACT AND ENGAGEMENT

---

- Core member of team awarded £0.5m to investigate 'Equity and Justice in Energy Markets' by UKERC. Wrote four out of seven research packages included in the bid document.
- Co-ordinated the submission of a tender involving 11 faculty members to join the CMA Economic Consulting Services Framework Agreement (early 2016).
- Jointly co-ordinated a successful bid to join Ofgem's Economic Consultancy Framework Agreement (March 2015).
- One of seven invitees to a roundtable discussing possible remedies in the CMA's Energy Market Investigation chaired by the Secretary of State for Energy and Climate Change, Amber Rudd MP (March 2016).
- Presented as an expert on energy affordability to the Vulnerable Consumers Working Group of the European Commission's DG Ener in Brussels (December 2015).
- Member of small CCP teams (2-4 people) providing half-day expert advice, evidence and discussion sessions to: the CMA's Energy Market Investigation, Ofgem, Ofwat, Citizens Advice, Anglian Water and EDF Energy.
- Individual invitee to roundtables at: Anglian Water, BEIS, Ofgem, SSE, Social Market Foundation and Which?
- Additional presentations at Ofgem, CERRE and the Consumer and Competition Policy Unit of the Scottish Government

---

## INDIVIDUAL AWARDS/PRIZES

---

- Royal Economic Society Junior Fellowship **2011-2012**
- Best Graduate Teaching Assistant Award, Department of Economics, University of Essex **2010-2011**
- Economic and Social Research Council '1+3' PhD Studentship **2007 – 2011**
- Leatherland Book Prizes for best performance in exams and dissertation in MSc Economics, University of Essex **2008**
- Distinction in Preliminary examinations (highest marks across the university in Economics and Management), University of Oxford **2003**

---

## TEACHING EXPERIENCE

---

- Department of Economics, University of Essex, Colchester, UK*
- Lecturer** – 'Theory of Monopoly and Regulation', 3<sup>rd</sup> year undergraduate module **January-June 2013, January-June 2012**
  - Lecturer** – 'Economics of Organisational Management', 2<sup>nd</sup> year undergraduate module (I substantially revised and improved all course materials including lectures) **January-June 2013**
  - Lecturer** – 'MSc Pre-sessional Course in Mathematics' **September 2011**
  - Graduate Teaching Assistant** – 'Methods of Economic Analysis', 1<sup>st</sup> year undergraduate mathematics module **2011-2012**
  - Graduate Teaching Assistant** – 'Microeconomics (Intermediate)', 2<sup>nd</sup> year undergraduate module **2010-2012**
  - Graduate Teaching Assistant** – 'Economics for Business' and 'Introduction to Economics', 1<sup>st</sup> year undergraduate modules **2009-2010**

---

## ACADEMIC PRESENTATIONS

---

British Institute of Energy Economists Research Conference, University of Oxford (September 2018); Anglian Centre for Water Studies Symposium, University of East Anglia (June 2018); EnTraNTS Workshop, Loughborough University (October 2017); Family Finance Users Conference, UK Data Service (July 2017); CCP Annual Conference (June 2017); Mannheim Energy Conference, Mannheim, Germany (May 2017 and

---

---

May 2016); Internal Seminar, CCP (May 2018, April 2018, April 2017, November 2015, November 2014 and November 2013); ECPR Regulatory Governance Conference, Barcelona, Spain (June 2014); Crime Survey Users Conference, UK Data Service (December 2013); Royal Economic Society Annual Conference, Royal Holloway (April 2013)

---

#### COMPUTER SKILLS

---

- Research conducted using: Stata, Microsoft Office, Qualtrics, Scientific Workplace and MATLAB
- 

#### PROFESSIONAL MEMBERSHIPS

---

- Royal Economic Society
  - UK Energy Research Centre
- 

#### REFERENCES

---

##### PROFESSOR MORTEN HVIID

Centre for Competition Policy  
University of East Anglia  
Norwich Research Park  
Norwich  
Norfolk  
NR4 7TJ  
*Email: m.hviid@uea.ac.uk*

##### PROFESSOR ERIC SMITH

Department of Economics  
University of Essex  
Wivenhoe Park  
Colchester  
Essex  
CO4 3SQ  
*Email: esmith@essex.ac.uk*

##### PROFESSOR CATHERINE WADDAMS

Centre for Competition Policy  
University of East Anglia  
Norwich Research Park  
Norwich  
Norfolk  
NR4 7TJ  
*Email: c.waddams@uea.ac.uk*

##### PROFESSOR MELVYN COLES

Department of Economics  
University of Essex  
Wivenhoe Park  
Colchester  
Essex  
CO4 3SQ  
*Email: mcole@essex.ac.uk*