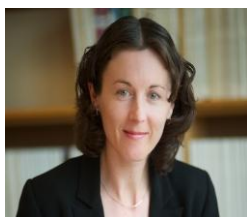


## **Johannah Branson BSc (Hons) PhD**



Johannah provides applied economic research and analysis on a wide range of topics to clients throughout the private and public sectors. Her main interests include energy, natural resources, market design and cost-benefit analysis. She draws on 20 years' experience of economic and policy analysis in consultancy, public sector and academic environments.

Johannah's recent work experience spans:

- electricity market design, performance, regulation and compliance
- gas market design and regulation
- economic impact assessment and cost-benefit analysis
- regulatory design and assessment
- competition assessment and regulation
- resource allocation and charge design.

Johannah has a BSc (Hons) in Economics from the University of Bristol, UK, and a PhD in Agricultural Economics from the University of Exeter, UK. After working as a Financial Analyst at the Inland Revenue Department, Wellington, she returned to Exeter University to complete a Postdoctoral Research Fellowship.

In 2000, Johannah became a Senior Policy Analyst, Biosecurity and Science Policy, at the Ministry of Agriculture and Forestry, Wellington, where she provided policy analysis and economic analysis, particularly economic impact assessments and cost-benefit analyses to inform biosecurity incursion responses.

In 2004, Johannah became a Senior Economist at the economic consultancy NZIER. She led or contributed to a wide range of projects, but main areas were energy, natural resources, regulation, competition and cost-benefit analysis.

From 2011, Johannah has been operating independently as Occam Economics and is an Associate of Strata Energy Consulting.