



## **Euclid Law continues its growth with the arrival of Amy McMeekin.**

Euclid Law, the award-winning competition law and FDI law firm, is pleased to welcome Amy McMeekin as a new partner.

Amy brings deep and wide-ranging experience across competition, consumer and regulatory law, having worked in both private practice and senior in-house roles. She has advised on several complex and strategically significant merger, antitrust and consumer matters, with a particular specialism in the retail sector.

Amy has worked on a number of the CMA's recent and most high-profile reviews and investigations in the retail space, including its work on loyalty pricing, fuel markets and grocery profitability. Most recently, in her role as Head of Competition and Consumer Law at UK retailer Sainsbury's, Amy worked closely with senior business stakeholders to embed a clear and practical understanding of the new consumer regime introduced by the Digital Markets, Competition and Consumer Act.

Amy is highly experienced in navigating complex, high-stakes regulatory matters and is recognised for delivering commercially astute, pragmatic advice in fast-moving and highly scrutinised environments.

Amy's arrival significantly strengthens Euclid Law's market-leading retail and consumer law capability. With a proven track record advising on major market interventions and investigations, she will play a central role in supporting clients on their most challenging and strategically important regulatory issues.

Oliver Bretz, Managing Partner of Euclid Law, commented: *"We are delighted to welcome Amy to Euclid Law. As we continue to grow across London and Brussels, Amy brings a highly complementary skill set with her deep experience in the retail and consumer space, where UK regulators are particularly active. The CMA's increased focus on consumer enforcement means this is a priority area for all customer facing businesses – and Amy's experience will be extremely valued by our clients."*

Amy McMeekin commented *“I am absolutely delighted to be joining the Euclid team – a group of talented, experts in their field, who also happen to be genuinely kind and extremely welcoming. I’m really looking forward to working together and contributing to the company’s continued success.”*

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## About Euclid

Euclid Law was created by experienced competition lawyers with a common desire to build a new competition law firm that is agile, collaborative, highly commercial in its thinking, innovative in its approach to delivering results and free from the constraints of larger law firms.

Our core expertise covers all aspects of competition law, including cartels and anti-competitive agreements, merger control, abuse of dominance, state aid, competition litigation, market investigations as well as audit and compliance. We are recognised experts at navigating the UK and EU Foreign Direct Investment and UK National Security. With offices in both London and Brussels, in-depth experience and a network of contacts in key jurisdictions around the world built up over many years of practice, we have the ability to advise clients across Europe and worldwide. We represent clients before EU, UK, German, Italian and Belgian authorities and courts.

More information on: <https://euclid-law.eu/>

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