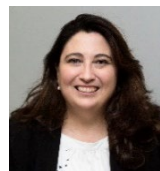


- **Platforms' Legal & Business Strategist, Mentor, and Advisor | English C1**
- **Expertise:** Regulation, Competition, Commercial, Contract & Digital Law.
- **Areas:** Regulated sectors, digital platforms, sharing economy, consumers.
- **Founder & CEO Legal Sharing** (Legal Advice on Digital & Sharing Economy)
- **Upcoming projects:** **Legal 4 Startups** and **Platforms' Strategies**.



Rosa Guirado

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Academic Studies

University Studies

- Oct. 1990 - June 1996

Universidad Pontificia Comillas - ICADE E-3

Bachelor's degree in Law

Bachelor's degree in Economics & Business Administration Sciences (Financial)

Postgraduate Studies

- Aug. 2020 - May 2021
- Ene. 2021 - Abr. 2021
- Ene. 2021 - Ene. 2021
- June 2020 - Aug. 2020
- May 2018 - June 2018
- May 2018 - May 2018
- Oct. 2009 - Jun 2011
- Feb. 2002 - Jun.2002
- Sept.2000- Nov.2000

Postgraduate Diploma- Digital Business. Strategies | Platforms | Marketing | MIT & Columbia Business School. Emeritus

Leveraging Urban Mobility Disruptions to Create Better Cities. MIT x edX.

Professional Negotiation. CVPVLA negotiation.

Digital Disruption: Digital Transformation Strategies. Executive Program | U. Cambridge J. Business School. Emeritus

Blockchain Expert Course. ICEMD – ESIC (60h).

Legal Blockchain Expert Course. Blockchain Spain.

Master's degree in Counselling (empathic listening). U.Ramon Llull. Fund. Pere Tarrés. Humanization Centre | 1500h. 60C.

Spanish and European Union Competition Law. Univ. Rey Juan Carlos I- 150h

Telecommunications and Contracting Law in New Technologies- 120h

Professional Experience

Enthusiastic Lawyer & Economist currently focused on digital platforms, digital law & digital devices contracts.

Years	Law Firm	Areas of specialization	Sectors	Clients
2009 – current	Founder & CEO Legal Sharing (Independent Legal Advice on Digital & Sharing Economy)	Regulation Regulatory risks Competition. EU Commercial Law International Contracts, Public Policy, Research. Regulatory due diligences Project Management Business Developer.	Digital platforms, Sharing/Gig Economy Urban mobility, Lodging, (food) delivery Energy, Renewables, Solar Contracts Blockchain. Software, IT/IP, e-commerce, privacy, digital devices etc.	Startups & Entrepreneurs. And other Clients such as: 9REN Group (Siemens Gamesa Solar)_ 6 years as In-house Lawyer External Lawyer: AIRBNB, BlaBlaCar, FLUIDRA Accelera (e-commerce & digital devices contracts), Traity, Surplus, Troia Launcher, OCU (Commercial & Consumer law), Brokers & International Investment Banks (UK & NY), <i>riders</i> platform ángelGO, mrHouston Software, etc.
June 2007 – Nov 2008	Pérez-Llorca	Public Law, Regulation, Regulated Sectors Research	Energy, Renewables, <i>Due Diligences</i>	E.On. Photovoltaic plants, PV Parks, etc.
Mar 2005 – July 2007	Ariño y Villar, Abogados	Regulation Regulatory risks Competition & Commercial Law. International contracts. Research, Public Affairs	Energy Pharma Telcoms Public Policy, Legal Lobby	Pharmacies. Pharma distribution. Energy companies. Telcoms.
July 2001 – Mar. 2005	Lupicinio Eversheds (Denton Lupicinio)	Regulation Regulatory risks Competition, Commercial & Corporate Law. Research	Regulated Sectors Energy, Pharma Financial sector. Personal data	Iberdrola. Energy companies MSD, Pharma patent-industry. MoneyGram (Financial companies) Secretary Board of Directors
Nov. 2000 – July 2001	ECIJA	Commercial Law. Contracts. IT.	Audiovisual, IT/IP,	Online contracts platform. Online-Trading Platform
Nov. 1996 – May 2000	Exam to Public Bodies' Lawyer preparation	Higher Body of Lawyers of the Madrid Regional Government		Higher Body of Lawyers of the Auditors' Court.

Skills

- Professional experience in prestigious Law Firms and in-house experience.
- Leadership, analytical, negotiation & interpersonal communication skills.
- Emotional, social, and inner (empathic) intelligence. Great ability to work efficiently
- Talented, multidisciplinary, digital, and humanistic profile.
- Entrepreneurial spirit & expertise. Project management & Business Developer.
- Multidisciplinary, wide, and innovative entrepreneurial profile
- **Member of Spanish Antitrust Association (A.E.D.C.), Spanish Directors' Association (EJE&CON) & Tech Lawyers (ENATIC)**
- **Lawyer # 56.784 ICAM** (Madrid Bar Association)

Languages

- **ENGLISH** **C1** Writes, speaks, reads, and translates fluently. Ability to work (legal matters) in English. Proficiency Studies.
- **CATALAN** **C1** Speaks, reads, and translates fluently.
- **FRENCH** **B1** Reads and translates up to medium level.

Entrepreneurial and Humanistic Experience

- **Counsellor. Empathic listening. Empathic Mentor and Strategist of start-ups & entrepreneurs.** | **Speaker.**
- **Founder** of Human Sharing (which gathers all humanistic projects created by Rosa since 2009).
- **Mentor** of Start-up Weekend Madrid 2019 (Google Campus) | Founders' Institute | **Jury** Master's in city & Technology. IaAc. Barcelona. 2019
Programs: Awareness Practices for Leadership | U University | Presencing Institute. / Leading from the Emerging Future. | edX

Teaching, Publications and Conferences

Teaching

- Teacher of Masterclass: **"Digital platforms and new business models in the New Economy"**. UNIR. 2021
- Teacher of **"Digital platforms and new business models"** at MIB ISDI Madrid and Barcelona & online classes. (2018 - present)
- Teacher of **"New business models and foreign trade"** at Master of Foreign Trade- Carlos III University. Madrid. (2018 - present).
- Teacher of **"Algorithms & Digital platforms"** at Master Digital Law and new technologies (MDDITE) – ICAM. Madrid (2019 – present)
- Admitted as a Teacher at **EOI (Industrial Organization School)** in five areas (Entrepreneurship, Legal, Strategy...)
- Teacher of **Regulation of the sharing economy** (2017 and 2018) at Univ. Complutense. Madrid
- Teacher of **Crowdfunding Regulation** (2018) at Univ. Complutense. Madrid
- Teacher of **European Union Competition Law** in *Master Law*. Villanueva University (2005)
- Teacher of **Competition law** at the MASTER of *European Union Law* at UNIVERSIDAD CARLOS III
Competition and **Energy**: *years 2002 to 2005*
Competition and **Audio-visual** Production / Intellectual Property: *years 2002 to 2004*.
- Lecturer of **energy markets functioning** in MASTER *International Law*. USP CEU (2004).
- Teacher of **unfair competition** at MASTER of *International Law*. Universidad San Pablo CEU (2003).

Speaker

- Innovation: trade-off between regulation and freedom. Innovation Institute. Colombia. 10 Sept.2020
- Smart Regulation. Concept, benefits and applications on digital platforms. EUROPEAN COMMISSION. Madrid. 6 Febr. 2020.
- Digital platforms. Regulation. Types – BANKINTER FOUNDATION. Akademia Program. 3 November 2019
- Market regulation. Free Market Road Show. RAFAEL DEL PINO FOUNDATION. I. Juan de Mariana. 7 May 2019
- Digital transformation in Spain. New Business Models. Digital and collaborative platforms- IADG. Madrid - Nov 2018
- Legal issues of collaborative economy platforms - Oviedo Emprende. Oviedo - November 2018
- Antitrust in Algorithm-Driven Economy – FIDE Foundation. Madrid - October 2018
- Antitrust by Design. Illustration by algorithms - GOOGLE CAMPUS Madrid - June 2018
- Top Digital Economy Challenges – US EMBASSY IN SPAIN & MujeresTech – Madrid - Febr. 2018
- Competition issues regarding tourist accommodation (VUT) – Ibiza - Oct. 2017
- European Agenda on Collaborative Economy – Knowledge Nomads - Berlin - June 2017
- The Legality of P2P Platforms – Ouishare FEST – Barcelona Nov 2015
- Interaction between competition law and regulation. M&A in the energy sector. CLUB ENERGIA. 14 Nov 2007
- Competition law and energy sector. Collusive behaviors. ENERGY CLUB. 7 Nov 2007
- The amendment of Spanish Antitrust Law regarding M&As. Ife. Madrid (Feb 2007)
- The energy sector and the competition. Panel shared with Pedro Mielgo. Ife. Madrid (Feb 2007 post)
- Hijacking merger control. Critical analysis of the Government's valuation criteria in merger control. Antonio de Nebrija University (Oct 2006)
- Competition in the pay TV market in France. COMPANY INSTITUTE. (May 2005).

Publications

[Legal Sharing Blog](#) |  [Christmas- Digital Platforms' Newsletter \(2018 legal summary\)](#) 

Books & Papers

- **Co-author of the collaborative** article coordinated by Antonio Maudes: "A future for the collaborative economy and new business models in digital platforms". CICE Magazine (ICE Economic Notebooks). Drafting of the Chapter on **Energy**. January 2020
- **Co-Author of the Book** "[Women. Challenges, Opportunities and Threats in a Connected World](#)" Wolters Kluwer. March 2019
Article: "Threats to Competition in the Sharing Economy"
- **Author of the article** "[Responsibility for collaborative](#) platforms". OTROSÍ. Madrid Bar Association (ICAM). No. 1st 2018th Era. (Dec. 2018)
- **Co-Author of the book** "[Energy in Spain and European Challenge. Security and Supply. Concentration. Regulation. Competition](#)" ARIÑO. Ed. Comares (2006).
- **Opinion in Magazine** "Antitrust & IT" "Resolutions of competition authorities relating to the energy sector" (No 32 – January 2004)
"Analysis of the retail distribution sector from the point of view of competition law" (No 33 – March 2004)
- **Co-editor** of "Apuntes de Derecho de la Competencia Español y Europeo" with Luis Ortiz. Dykinson (2003-2004)

Working Papers

- Critical analysis, from public law, of the reform of Competition Law's programme control (2007)
- The pay-TV market in France. Antitrust analysis. **Instituto de Empresa**. (May 2005).

Press

El País Retina / Public Agenda / Confilegal / El Español / Global Chronicle / ARA.CAT. | . EXPANSION / GACETA DE LOS NEGOCIOS

Audio-visual media (TV, Radio)

- [Debate in TV about taxis and VTC \("Taxis, the change"\) in program "Millennium" of the 2 of RTVE \(25.feb.2019\)](#)
- [Debate in TV on collaborative economy in program "Millennium" \(no. 66\) of RTVE's La 2.](#)
- [Online class on the European Commission's position on the Collaborative Economy of June 2016.](#)
- Collaborator in **radio programs**: MUNDOEMPRENDE, esRadio and COLABORUM, RadioYa