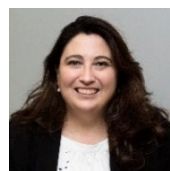


- **Senior Executive Lawyer, Economist & Counselor | English C1**
- Expertise: **Regulation, Competition, Commercial, Contract & Digital Law.**
- Areas: **Regulated sectors, digital platforms, sharing economy, consumers.**
- **Founder Legal Sharing** (Legal Advice on Digital & Sharing Economy)
- **Startups' Advisor & Platforms Strategist**



Rosa Guirado

+34. 6000 16317

[LinkedIn](#)

rosa@rosaguirado.com | rosaguirado.com
rosa@legalsharing.eu | LegalSharing.eu

Academic Studies

Graduate Studies

Universidad Pontificia Comillas - ICADE E-3

- Oct. 1990 - June 1996

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 Bs School. Emeritus **Distinction**

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

Professional Negotiation. CVPVLA negotiation. **Distinction**

Digital Disruption: Digital Transformation Strategies. Executive Program | U. Cambridge JBS. Emeritus. **Distinction**

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 Senior Generalist Lawyer & Economist. Regulation, competition & commercial law.

Years	Law Firm	Areas of specialization	Sectors	Clients
2014 – current	Freelance Senior Lawyer Founder Legal Sharing (Independent Legal Advice on Digital & Sharing Economy)	Regulation. Regulatory risks, Competition. EU Commercial Law, Contracts Public Policy, Research. Regulatory due diligences Project Management Business Developer. Energy. Regulation.	Digital platforms, Sharing/Gig Economy Urban mobility, Lodging, riders /delivery Blockchain. Software, IT/IP, e-commerce, privacy, digital devices Energy.	Startups & Entrepreneurs. AIRBNB, BlaBlaCar, FLUIDRA Acclera (e-commerce & digital devices contracts), Traity, Surplus, Troia Launcher, OCU (Commercial & Consumer law), Brokers & Int. Investment Banks (UK & NY), <i>riders'</i> platform ángelGO, mrHouston Software
2009-2015	Freelance Senior Lawyer	Energy Regulation. Contracts	Energy, Renewables, Solar Contracts.	9REN Group (Siemens Gamesa Solar) 6 years as External In-house Lawyer
June 2007 – Nov 2008	Pérez-Llorca	Public Law, Regulation, Regulated Sectors Research	Energy, Renewables, Regulatory <i>Due Dilligences</i>	E.On. Photovoltaic plants, PV Parks, etc.
Mar 2005 – July 2007	Ariño y Villar, Abogados	Regulation Regulatory risks Competition Law 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. Good Governance	Pharma patent-industry. Energy companies MoneyGram (Financial companies) Board of Directors' Secretary
Nov. 2000 – July 2001	ECIJA	Commercial Law. Contracts. IT.	Audiovisual, IT/IP,	Online contracts platform. Online-Trading Platform
Nov. 1996 – May 2000	Preparation of the Exam to become a Public Body Lawyer	Higher Body of Lawyers of the Madrid Regional Government		Higher Body of Lawyers of the Auditors' Court.

Languages

- **ENGLISH** C1 Writes, speaks, reads, and translates fluently. Ability to work (legal matters) in English. Advanced & Proficiency Studies.
- **CATALAN** B2 Speaks, reads, and translates fluently.
- **FRENCH** B1 Reads and translates up to medium level.

Skills

- Professional experience in prestigious Law Firms and in-house experience.
- Leadership, analytical, negotiation & interpersonal communication skills.
- Emotional, social, and inner intelligence. Great ability to work efficiently
- Talented, multidisciplinary, digital, and humanistic profile.
- Entrepreneurial spirit & expertise. Project manager & Business Developer.
- Multidisciplinary and innovative entrepreneurial profile. Business-oriented.

Digital Platforms' Expertise

Clients	Achievements
Startups and entrepreneurs	Rosa has advised start-ups and entrepreneurs, from their beginning, mentoring, and advising, both at the legal and business strategic level, their processes of creation, development, and growth. Legal documents.
BlaBlaCar	Rosa advised and acted on behalf of BlaBlaCar before the CNMC in a public consultation on the existence and regulation of the sharing economy.
Airbnb	Rosa achieved a good external advice on aspects related to the regulation of the collaborative economy (accommodation), European Union regulations, Competition law (entry barriers) and Unfair competition. 2016 – 2019.
OCU	Rosa advised on digital platforms, by identifying the essential legal criteria of any collaborative platform and reviewed and rated the legal terms & conditions of 25 digital platforms' websites in Spain and Europe. Rosa reviewed the result of the other European countries. Rosa also advised for 4 years on commercial law & contracts. 2015 - 2018
ángelGO	Rosa provided a legal and business strategic advice regarding P2P platforms (delivery, riders, drivers, VTCs...). She also drafted all the legal documentation of the website & App. 2020
Fluidra	Rosa provided a legal opinion on the legal viability of intra-entrepreneurship projects related to the sharing economy. She also drafted atypical contracts in the digital field and new technologies (for apps, robots, etc.)
Traity	Rosa provided a legal advice on several regulatory issues of Blockchain, Compliance, Commercial Law, Business Development.
Foreign investment funds	Rosa advised on regulatory risks in Spain related to diverse issues such as shared pools, Airbnb, VTC licenses and taxi drivers ...
Surplus Delsol Troia Launcher	Rosa provided legal advice on P2P platform, built on Blockchain (for immediate payments through <i>Smart Contracts</i>), through which, neighbors of the same community or individuals under the same low voltage transformation center, can exchange the surplus of the solar self-consumption, with different types of priority (& price), without having to dump that surplus to the grid

Energy & Renewables' Expertise

Office	Clients	Achievements
Freelance Senior Lawyer Legal Sharing 2014 - present	Confidential solar company 2021	(External Senior Energy Adviser of a Law Firm) Regulatory due diligence. 9 PV parks from different regions of Spain. 420 MWp.
	Surplus Delsol Troia Launcher 2019	External Senior Legal Counsel - Rosa advised on the regulatory aspects of electricity self-consumption in Spain . - Rosa advised on P2P collaborative platform built on Blockchain (for immediate payments through <i>Smart Contracts</i>), through which neighbors of the same community, or individuals under the same low voltage transformation center, could exchange the surplus of the solar self-consumption , with different types of priority (and price), without having to dump that surplus to the grid.
Freelance Senior Lawyer 2009 - 2014	9Ren (former Siemens Gamesa Solar) 2009 - 2015	External Senior Legal Counsel (managing in-house legal department) Rosa advised Italian 9Ren Group (former Siemens Gamesa Solar) on all types of solar energy issues , such as: - Drafting and negotiation of all types of solar energy contracts (EPC, O&M, etc.) - M&A. Drafting and negotiation of SPAs contracts, one of them, with foreign subsidiary in Spain - M&A. Drafting and negotiation of contracts for the sale of SPVs with solar assets. - Regulatory issues. Business issues. - Pre-contentious claims for breach of contract, with remarkable success.
Pérez-Llorca 2007 - 2008	E.On	E.On customer management. Rosa advised on different issues such as: - Legal acquisition of assets (from Viesgo) obtained in Enel and Acciona takeover on Endesa. - Management of authorizations before CNE and other competent authorities. - Regulatory issues.
	Foreign investment funds	Acquisition of photovoltaic plants and parks. - Rosa provided legal advice on the request of the access point and connection to the networks. - Rosa advised on all types of regulatory issues, regulatory risks & content of future regulations
Freelance Lawyer 2007	CNE (National Energy Commission)	CONFIDENTIAL advice to CNE's Rapporteur counsel on the Enel-Acciona OPA on ENDESA, in relation to <i>the Golden Shares</i> and public control of Enel (and thus Endesa) by the Italian Minister of Economy.
Ariño & Villar 2005 - 2007	Several customers	Rosa provided legal advice on energy regulation, public, private and competition laws.
Lupicinio Eversheds / Denton Lupicinio 2001 - 2005	Iberdrola	Rosa provided a regulatory and competitive analysis on the need for large ordinary generation power companies (with generation, distribution and commercialization activities integrated into a single corporate group) to share, with the new entrant commercialization companies, all the personal data that distributors and/or generators shared with their commercialization companies. All this, as a form of liberalization and openness to competition of commercialization activity .

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. IAc. Barcelona. 2019
- **Programs:** Awareness Practices for Leadership | U University | Presencing Institute. / Leading from the Emerging Future. | edX

Teaching, Publications and Conferences

Teacher

- Teacher of **"Platforms: strategies, new business models, competition, launch, monetization, growth..."** EUNCET Barcelona. 2021 -2022
- Teacher of Masterclass: **"Digital platforms and new business models in the New Economy"**. UNIR. 2021
- Teacher of **"Digital platforms and new business models"** at ISDI MIB, DIBEX programs Madrid, 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

- EU Services Directive and P2P accommodation platforms. Limits to Services Directive by regional and local laws. Girona. Spain. 21 December 2021
- 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 Government's valuation criteria in merger control. Antonio de Nebrija Univ. (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. Market power. Regulation. Competition"](#) ARIÑO. Ed. Comares (2006).
- **Opinion in Magazine** "Antitrust & IT" "Decisions 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 "Notes on Spanish and EU competition Law" with Luis Ortiz. Dykinson (2003-2004)

Working Papers

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

Press

El País Retina / Public Agenda / Confitegal / 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 R TVE'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

- **Member** of Spanish Antitrust Association (**A.E.D.C.**), Spanish Directors' Association (**EJE&CON**) & Tech Lawyers (**ENATIC**)
- **Lawyer** # 56.784 ICAM (Madrid Bar Association)

LinkedIn Recommendations

(As a Freelance Senior Lawyer & Economist)

Client	Positions	Recommendation
	<p>Stefano Granella</p> <p>Chief Strategy & Growth presso a2a</p> <p>Former CEO & General Manager 9Ren Group (Siemens Gamesa)</p>	<p>“Rosa is a proactive lawyer, very oriented to the business.</p> <p>She has a high capacity of problem solving and to manage relationships.”</p>
	<p>Vincent Rosso</p> <p>Co-Founder Consentio.</p> <p>Former BlaBlaCar Spain Co. Founder & General Manager</p>	<p>“Working along with Rosa was an exceptional experience.</p> <p>She helped me to discover the true sense of regulation regarding competency. Her deep, International, and precise knowledge of the subject was key to compel a structured and premium quality paper that we used to support BlaBlaCar position within the Sharing Economy debates set by the Spanish authorities.</p> <p>Her legal advice and professionalism raised the bar of the debate which had contributed to demonstrate that the Sharing Economy has its place in our model of Society. Thanks again Rosa!”</p>
	<p>Jaime Rodríguez de Santiago</p> <p>Regional General Manager France, Spain, & Portugal FREE NOW (former MyTaxi).</p> <p>Former BlaBlaCar Spain General Manager.</p>	<p>“Rosa is second to none when it comes to her deep understanding of platforms' regulation and, in particular, Sharing Economy models.</p> <p>She's gained first-hand experience working with some of the biggest players in the industry such as BlaBlaCar, where I was lucky to meet her.</p> <p>Not only she is an expert in her field, Rosa's professionalism and cheerful character makes her someone with whom it is simply a pleasure to work.”</p>
	<p>Erick Andrade</p> <p>CFO. PMD ESADE, EMBA, EEN, Entrepreneur.</p> <p>ángelGO CEO & CFO.</p>	<p>“I had the opportunity to work with Rosa during the definition of the legal strategy of my start-up ángelGO.</p> <p>She is a very business-oriented professional with a clear focus on the key business & legal risks management.”</p>
	<p>Rafael Tabares</p> <p>Founding Partner INRA Servicios Energéticos.</p> <p>Former 9Ren Group (Siemens Gamesa Solar) Head of Energy Efficiency Department.</p>	<p>“Very good professional. She drafted all the matters related to the energy contracts of 9REN Spain (Siemens Gamesa Solar). Very positive attitude and with a lot of energy put into her work.</p> <p>At that time, I was the Head of the Energy Efficiency and ESCO department at 9REN Spain, and it was a pleasure to work with her.”</p>
	<p>Amaya Apesteguía</p> <p>Sustainable Consumption and Collaborative Economy Expert.</p> <p>Economist.</p>	<p>“I have been fortunate to work with Rosa Guirado in a study I coordinated at the Spanish “Consumers and Users Organization” (OCU) focused on the impact of collaborative consumption, named: "Collaboration or Business: from value for users to a society with values". Rosa designed the legal criteria to be followed by collaborative platforms, supervised the legal analysis of the Spanish platforms and reviewed the analyses from other countries.</p> <p>Her high criteria, her knowledge of the legal context and her sharpness when carrying out the study, were key pieces for the research. Rosa Guirado is an absolute reference in matters of regulation of the Sharing economy, with a clear vision on issues of competence and a very holistic vision of Law.</p> <p>And above all, she is a very human professional, who makes complexity simple and makes working at her side a joy.”</p>
	<p>Esther Paniagua</p> <p>Award-winning independent journalist. Author. Mentor. Lecturer. MC & Speaker. Forbes' Top 100 Creative People in Business. Top 100 Women Leaders Spain.</p>	<p>“I know Rosa for years, as a pioneer and reference lawyer in regulation of the collaborative economy. I always ask her when I write reports and articles on this subject. Undoubtedly, she is one of my main sources due to its rigor and ability to analyze regulatory and competition issues in all their complexity.</p> <p>I would also highlight her human and close treatment, which are a plus to her professionalism.”</p>