

# Rosa Guirado

Senior Executive Lawyer, Economist & Counselor | English C1  
Founder CEO of Legal Sharing (Legal Advice on Digital & Sharing Economy)  
Business-oriented, empathic, talented, multidisciplinary, and problem-solving professional  
Expertise: Regulation, Commercial and Digital Law.  
Areas: Energy, Regulated sectors, Contracts and consumers, and digital platforms.

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## Skills

### Personal skills

Proactive, analytical, and problem-solving professional. | Entrepreneurial spirit & expertise. Project Manager & Business Developer.  
Empathic leader with great communication skills and ability to manage people, relationships, contacts and to negotiate complex issues.

### Legal skills

Multidisciplinary Lawyer with a wide legal knowledge & experience, self-confidence, and creativity skills to face new challenges and issues.  
Hardworking professional with great ability to work efficiently and to study and learn any kind of relevant issues according to clients' interests.

## Graduate & Postgraduate Studies

Oct. 1990 - June 1995

**Bachelor's degree in Law.** Universidad Pontificia Comillas - ICADE E-3 . Madrid. Spain

Oct. 1990 - June 1996

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

Aug. 2020 - May 2021

**Postgraduate Diploma in Digital Business.** Strategies. Platforms. Marketing (9 months) | MIT & Columbia Bs School.

May 2018 - Ene. 2021

**Digital studies:** Digital Disruption Strategies, Blockchain, Legal Blockchain, etc. | **Professional Negotiation.**

Oct. 2009 - Jun 2011

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

Sept.2000- Jun.2002

Spanish and EU **Competition Law.** Univ. Rey Juan Carlos I. 150h. **Contracting Law in New Technologies-** 120h

## Legal Experience

### Senior Energy Lawyer & Economist

- ✓ **Senior Generalist Lawyer & Economist**, handling a wide range of both private and public legal matters including Legal & Business Strategy as well as any kind of private & commercial agreements.
- ✓ 25 years-experienced Lawyer with deep and wide expertise on **energy transactions** (drafting, reviewing, negotiating EPC, O&M, outsourcing, SPA, SPVs...) and **commercial agreements** (drafting, reviewing, negotiating, and conflict-resolving), both in a national and an international basis.
- ✓ More than 16 years of experience in **regulation of energy and renewables markets** in Spain & Europe. I have also co-authored an Energy book (see my resume for professional, teaching and publishing experience).
- ✓ Expertise as a **Law Firms' Lawyer** (8 years), **in-house Senior Lawyer** (6 years), and **Freelance Senior Lawyer** (11 years).

### Senior Freelance Lawyer 2009 - present

Senior Lawyer & Economist specialized in **commercial and digital contracts, digital economy, regulatory risks, Blockchain ...**

Senior Advisor of Digital Platforms, Start-ups and Entrepreneurs, as well as other clients such as: Renewables Companies (Regulatory DD), Airbnb, BlaBlaCar, Fluidra, Traity, OCU, Surplus, Troia Launcher, Mr. Houston, ángelGO, Foreign investment banks (on Spanish regulatory risks).

In **2016** Rosa founded [Legal Sharing](#).

In **2009** Rosa advised Italian Renewable 9REN Spain (former Siemens Gamesa Solar) **for six years**. Rosa advised as External Counsel assuming **in-house Commercial Counsel role**. Rosa drafted and negotiated any kind of **commercial contracts**. She also homogenized and created *new brand templates for all the activities of the company*.

### Pérez-Llorca June 2007 – Nov 2008

Senior Lawyer in **Public Law, Regulation, Regulatory risks, and Regulated sectors.**

Advises clients in the energy sector and in the renewable energy sector. Regulatory Due Diligences.

### Ariño and Villar Lawyers March 2005 – July 2007

Senior Associate Lawyer in the **Regulation, Regulated sectors, Commercial and Competition Law areas.**

Legal advice & daily management of companies in regulated sectors (Energy, Pharma, etc.). Advice in private law (contracts) and public law.

### Lupicinio Eversheds (Denton Lupicinio) July 2001 – Mar. 2005

Associate Lawyer in the **Regulation, Competition, Good Governance and Corporate Law areas.**

Specializes in Commercial and Competition Law & Regulated Sectors (Energy, Pharma and Savings Banks).

Assumes the *day-to-day management of clients* in the field of commercial procurement, corporate law, and corporate governance

Assumes the position of *Secretary of the Board of Directors* of financial companies (regulated and controlled by Spanish Central Bank)

Assumes the advice of financial companies in their establishment, management, and action before competent authorities.

### ECIJA Nov. 2000 – July 2001

Lawyer at the departments of **Commercial & New Technologies Law.**

Drawing up all types of contracts for Online Contracts webpage. | She assumes the launching of a Trading Online Financial Platform.

### Preparation to sit the Exam to become a Public Bodies' Lawyer Nov. 1996 - March 2000

Higher Body of Lawyers of the Madrid Regional Government | Higher Body of Lawyers of the Spanish Auditors' Court.

## Energy & Renewables Expertise. Main clients and achievements.

### Confidential renewable top 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 *Smart Contracts*), through which neighbors of the same community, or individuals under the same low voltage transformation center, could **exchange the surplus of solar self-consumption**, with different types of priority (and price), without having to dump that surplus to the grid.

### 9Ren España (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.) and commercial contracts (MOU, NDA, etc.).

M&A. Drafting and negotiation of SPAs contracts. Drafting and negotiation of contracts for the sale of SPVs with solar assets.

Pre-contentious claims for breach of contract, with remarkable success | Regulatory issues. | Business issues.

### 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

CONFIDENTIAL advice to a CNE's counsel on the Enel-Acciona OPA on ENDESA, in relation to *the Golden Shares* and public control of Enel (and thus Endesa) by the Italian Minister of Economy.

### Ariño and Villar Lawyers 2005 – 2007

Rosa provided legal advice on regulated sectors regulations, on public and private law and competition issues.

Co-Author of the book "[Energy in Spain and European Challenge. Security and Supply. Market power. Regulation. Competition](#)"

### Lupicinio Eversheds / Denton Lupicinio 2001 - 2005

Confidential top Spanish energy company. 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.

## LinkedIn Recommendations by some Clients, as a Freelance Lawyer & Economist.

**Stefano Granella.** Chief Strategy & Growth energy presso a2a. Former CEO & General Manager **Italian 9Ren Group** (former owner of Gamesa Solar)

"Rosa is a proactive lawyer, very oriented to the business. She has a high capacity of problem solving and to manage relationships."

**Rafael Tabares.** Founding Partner INRA Servicios Energéticos. Former **9Ren Spain** (Siemens Gamesa Solar) Head of Energy Efficiency Department.

"[Rosa is a] Very good professional. She drafted all the matters related to the energy contracts of 9REN Spain (Siemens Gamesa Solar). [She has a] Very positive attitude and with a lot of energy put into her work. 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."

**Vincent Rosso.** Co-Founder Consentio. Former **BlaBlaCar Spain** Co-Founder & General Manager.

"Working along with Rosa was an exceptional experience.

She helped me to discover the true sense of regulation regarding competition. 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.

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!"

**Jaime Rodríguez de Santiago.** Regional General Manager France, Spain, & Portugal **FREE NOW** (myTaxi). Former **BlaBlaCar Spain** General Manager.

"Rosa is second to none when it comes to her deep understanding of platforms' regulation and, in particular, Sharing Economy models. 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. 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."

**Erick Andrade.** CFO. PMD ESADE, EMBA, EEN, Entrepreneur. **ángelGO** CEO & CFO.

"I had the opportunity to work with Rosa during the definition of the legal strategy of my start-up ángelGO.

She is a very business-oriented professional with a clear focus on the key business & legal risks management."

## Languages

**English C1** Writes, speaks, reads, and translates fluently. Capability to work in English. Advanced & Proficiency Studies.

**Catalan B2** Understands, reads, and translates fluently.

**French A2** Reads and translates up to medium level.

## Teacher, Speaker, Author, and Media collaborator.

### Teacher

Teacher of "Digital Services Act and e-commerce regulation" at Master Digital Law (MDDITE) – ICAM. Madrid (2021 – present)  
Teacher of "Platforms: strategies, new business models, competition, launch, monetization, growth, exit" EUNCET Barcelona. 2021 -present  
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 Dec. 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  
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. INSTITUTO DE EMPRESA. (May 2005).

### Publications

[Legal Sharing Blog](#) | [📍 Christmas- Digital Platforms' Newsletter \(2018 legal https://t.co/WETJIOxVLqsummary\)](#)

#### 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 / Conflegal / 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 on 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)