

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: **Contracts, Commercial & Digital Law, Regulation.**

Areas: **Contracts and consumers, regulated sectors, and digital platforms.**

[LinkedIn](#) | [LegalSharing.eu](#) | [RosaGuirado.com](#) | rosa@legalssharing.eu | +34. 6000 16317



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 Generalist Commercial 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.
- ✓ More than 7 years as a **Senior Legal Advisor of digital platforms** and their e-commerce related issues considering their different business models to identify their liability before customers. | Contacted by European Commission as a **Digital Platform Expert.**
- ✓ **24 years-experienced Senior Lawyer** with deep and wide expertise on **commercial agreements** (drafting, reviewing, negotiating, and conflict-resolving), both in a national and an international basis.
- ✓ Expertise as a **Commercial Senior Lawyer** working for **start-ups and digital companies**, drafting, reviewing, and negotiating any kind of agreements (software, SaaS, digital devices and robots included), terms and conditions, and policies, as well as solving their legal issues.
- ✓ 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](#) [Legal Advice for Digital and Sharing Economy].

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.

Digital Platforms Expertise. Main clients and achievements.

Startups. 2016 – present.

Rosa has advised relevant start-ups, from their beginning, mentoring, and advising both at the legal and business strategic level, their processes of creation, development, and growth. Rosa has advised on regulatory risks, compliance, privacy, commercial law, and drafted legal documents.

BlaBlaCar (P2P platform). 2014 – 2016.

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 (P2P platform). 2016 – 2019.

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.

ángelGO (P2P platform). 2019 -2020.

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.

Fluidra (public company). 2017-2018

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.)

OCU (Spanish Consumers Association). 2015 - 2018

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 four years on commercial law & contracts.

Traity (B2C platform). 2018 – 2019.

Rosa provided legal advice on several regulatory issues of Blockchain, Compliance, Commercial Law, Project Management, Business Development.

Surplus. Delsol. Troia Launcher. 2018 -2019

Rosa provided legal advice on P2P 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, can exchange the surplus of the solar self-consumption, with different types of priority (& price), without having to dump that surplus to the grid

Foreign investment funds. 2016 – present.

Rosa advised on regulatory risks in Spain related to diverse issues such as shared pools, Airbnb, VTC licenses and taxi drivers.

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

[Stefano Granella](#). Chief Strategy & Growth presso a2a. Former CEO & General Manager Italian 9Ren Group.

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

[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."

[Amaya Apesteguía](#). Economist. Sustainable Consumption and Collaborative Economy Expert.

"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. 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. And above all, she is a very human professional, who makes complexity simple and makes working at her side a joy."

Languajes

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 \(2018 legal https://t.co/WETJIOxVLqsummary\)](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)