

Rosa Guirado

Founder & CEO (Legal Leader) | Head of Legal | Senior Executive Lawyer, Economist & Counselor.

Business & customer-oriented, empathic, talented, multidisciplinary, and problem-solving professional | English C1

Expertise: Regulation (regulatory risks), Competition, Commercial, Corporate, Compliance & Digital Law.

Areas: Regulated sectors, energy, digital platforms, contracts (terms & privacy) and consumers.

Founder of Legal Sharing (Legal Advice on Digital & Sharing Economy) and Human Sharing (Human Leadership)

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

Academic Studies

Graduate Studies

Oct. 1990 - June 1995

Oct. 1990 - June 1996

Universidad Pontificia Comillas - ICADE E-3 . Madrid. Spain

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. **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. F. Pere Tarrés. Humanization Centre 1500h. 60C.

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

Telcoms and Contracting Law in New Technologies- 120h

Legal Experience

Senior Generalist Commercial Lawyer & Economist | Regulation & commercial law | Regulated sectors & Digital Businesses

Senior Freelance Lawyer 2009 - present

Senior Lawyer & Economist specialized in **digital economy, commercial law, regulatory risks, compliance, privacy, renewables, 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 & Sharing Economy)

In 2014 Rosa specialized in collaborative economy as a pioneer lawyer in this field (representing BlaBlaCar Spain before CNMC).

In 2009 Rosa advised Italian Renewable 9REN Spain (former Siemens Gamesa Solar) for 6 years. Rosa advised as External Counsel assuming in-house Commercial & Regulatory Counsel role. Rosa drafted and negotiated contracts in photovoltaic sectors (soil and roof) (EPC, O&M, M&A, ESE, ESCOS...) and photovoltaic and renewable energy regulation.

Pérez-Llorca June 2007 – Nov 2008

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

Advises clients in the energy sector (E.On, gas companies) and in the renewable energy sector (photovoltaic projects). Regulatory Due Diligences.

Ariño and Villar Lawyers March 2005 – July 2007

Associate Lawyer in the **Regulation, Regulatory risks, Regulated sectors, and Competition Law** areas.

Legal advice & Daily management of companies in regulated sectors (Energy, Pharma, Telcoms, Tobacco, etc.)

Advice in private law, public law and competition law | Valuation of opportunities and approaches to legal service proposals.

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

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

Specializes in Competition Law & Regulated Sectors (Energy, Pharma and Savings Banks). Heads the Department of Studies and Publications.

Assumes the direction of *legal lobby* proposals, in favour of pharma industry.

Assumes the *day-to-day management of clients* in the field of commercial procurement, corporate law, compliance 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 **Data Protection, 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.

Clifford Chance July - August 1995. Commercial Law Trainee.

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.

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.

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.

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.

Skills

Business & customer-oriented Senior Lawyer and Economist. Legal leadership (Founder & CEO).

Proactive, analytical, and problem-solving professional. Passionate professional with great ability to **work efficiently**.

Empathic leader with **great communication skills** and **ability to manage people, relationships, contacts** and **to negotiate** complex issues.

Woman with a **wide professional background knowledge & experience, self-confidence, and creativity** skills to face new challenges and issues.

Entrepreneurial and innovative spirit & expertise. Project Manager & Business Developer.

LinkedIn Recommendations by some Clients as 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.”

[Rafael Tabares](#). Founding Partner INRA Servicios Energéticos. Former 9Ren Group (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.”

[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.”

[Esther Paniagua](#). Award-winning independent journalist. Author. Lecturer. Speaker. Forbes' Top 100 Creative People in Business. Top 100 Women Leaders Spain.

“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.

I would also highlight her human and close treatment, which are a plus to her professionalism.”

Entrepreneurial and Humanistic Experience

Counsellor. Empathic Leadership | Empathic Mentor and Strategist of start-ups & entrepreneurs. | Human Leadership.

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

Member of Spanish Antitrust Association (A.E.D.C.), Spanish Directors' Association (EJE&CON) & Tech Lawyers (ENATIC)

Lawyer # 56.784 ICAM (Madrid Bar Association)

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 \(2018 legal summary\)](#)

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 / 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