



Rosa Guirado

Date of birth: 18 Nov 1972 | **Nationality:** Spanish | **Phone number:** (+34) 6000 16317

Email address: rosa@legalsharing.eu | **Website:** <https://legalsharing.eu/en>

LinkedIn: <https://www.linkedin.com/in/rosa-guirado/>

25 years' experienced Lawyer, Economist & Counselor | **English C1.** Spanish Native.

- More than 9 years as a **Senior Legal Adviser of digital platforms** and their e-commerce related issues (considering their different business models to identify their liability before customers).
- Expertise as a **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.
- More than 16 years of experience in **Regulation, Public Policies and Regulated Sectors** (i.e. energy, renewables, pharma, telcoms) in Spain & Europe.

WORK EXPERIENCE

2014 – CURRENT Madrid, Spain

Platforms' Legal & Business Strategist and Advisor. Legal Officer. Policy Officer

LEGAL SHARING (FREELANCE FOUNDER AND CEO)

Multi-disciplinary profile [LinkedIn](#)

Senior Lawyer, Economist & Counselor focused on Digital Platforms (since 2014).

Founder & CEO of [Legal Sharing](#) (*Legal Advice on Digital & Sharing Economy*):

Independent Legal & Business Advice on Digital Platforms in Spain and Europe.

- **Areas of Specialization:** Regulation, Regulatory risks Competition & Commercial Law. International contracts
- **Sectors:** Digital platforms, Sharing/Gig Economy Urban mobility, Accommodation, car-sharing, bike-sharing. Digital Law, Blockchain .
- **Clients:** Rosa has advised relevant start-ups, from their launching (mentoring and advising both the legal and business strategy), up to their processes of creation, development, and growth or exit. Rosa has advised on regulatory risks, strategy, commercial law, and drafted any kind of legal agreements and terms and conditions.
- **BlaBlaCar** (P2P platform). 2014– 2016. Legal analysis. Legal representation of BlaBlaCar before the Spanish Competition Authority in a public consultation on regulation of the sharing economy and digital platforms.
- **Airbnb** (P2P platform). 2016– 2019. Senior external advice on aspects related to the regulation of the collaborative economy (accommodation), European Union regulations, Competition law (entry barriers) and Unfair Competition.
- **Fluidra** (public company). 2017-2018 . Legal analysis on the liability of collaborative platforms related to pools-sharing. Legal opinion on the viability of intra-entrepreneurship projects related to the sharing economy. Drafting atypical contracts in the digital field and new technologies (for apps, robots, etc.)
- **ángelGO** (P2P platform). 2019 -2020. Legal analysis and legal and business strategic advice regarding P2P platforms (delivery, riders, drivers, VTCs...). Drafting all the legal agreements with providers and users and the legal documentation of the website & App.

- **OCU** (Spanish Consumers Association). 2015 - 2018 - Legal analysis and advice 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.
- **Traity** (B2C platform). 2018 – 2019. Legal analysis and legal advice on several regulatory issues of Blockchain, Compliance, Commercial Law, Project Management, Business Development. Legal public policy.

2009 – CURRENT Madrid, Spain

Senior Freelance Energy (and Regulated Sectors) Lawyer.

SIEMENS GAMESA SOLAR (FORMER 9REN SPAIN)

9Ren Spain (current Siemens Gamesa Solar) 2009-2015 External Senior Legal

Counsel (managing in-house legal department)

Rosa advised Italian 9Ren Group (current 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.

Surplus Delsol Troia Launcher 2019 External

Senior Legal Counsel

Rosa advised on the regulatory aspects of power 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.

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.

MAY 2007 – NOV 2008 Madrid, Spain

Senior Regulatory Lawyer & Economist PEREZ LLORCA (Law Firm)

Areas of Specialization: Public Law, Regulation, Regulated Sectors

Sectors: Energy, Renewables, Due Dilligences

Clients: E.On, Energy companies, Photovoltaic plants, PV Parks, etc.

FEB 2005 – JUN 2007 Madrid, Spain

Senior Regulatory and Competition Lawyer & Economist ARIÑO Y VILLAR, ABOGADOS (Law Firm)

Areas of Specialization: Regulation Regulatory risks Competition & Commercial Law.

Sectors: Energy, Pharma, Telcoms

Clients: Pharmacies. Pharmaceutical distribution. Energy companies. Telcoms.

JUN 2001 – MAR 2005 Madrid, Spain

Commercial, Regulatory and Competition Lawyer & Economist

LUPICINIO EVERSHEDS

(FORMER DENTON LUPICINIO) (Law Firm)

Areas of Specialization: Regulation, Regulatory risks Competition, Commercial & Corporate Law.

Sectors: Regulated Sectors, Energy, Pharma

Clients: Iberdrola, Merck Sharp & Dhome, MoneyGram, etc.

OCT 2000 – JUL 2001 Madrid, Spain

Commercial Lawyer & Economist ECIJA (Law Firm)

Areas of Specialization: Commercial Law, IP / IT

Sectors: Audiovisual, Digital companies

Clients: Online contracts platform (drafting commercial agreements). Build Online-Trading Platform and legal documents.

SEP 1996 – MAY 2000 Madrid , Spain

Preparation for sitting the exam to become a Spanish Public Authority's Lawyer

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

JUN 1995 – AUG 1995 Madrid , Spain

Trainee Lawyer. CLIFFORD CHANCE. Commercial Law.

EDUCATION AND TRAINING

AUG 1990 – JUN 1995

Bachelors' Degree in Law ICADE _ Universidad Pontificia Comillas

AUG 1990 – JUN 1996

Bachelors' Degree in Economics & Business Administration Sciences ICADE _ Universidad Pontificia Comillas

Website <https://www.comillas.edu/en/>

JUL 2020 – MAY 2021

Postgraduate Diploma in Digital Business Emeritus _ in collaboration with MIT & Columbia Business School
[Digital Strategies | Digital Platforms | Digital Marketing]

Website <https://emeritus.org/online-diploma-programs/postgraduate-diploma-in-digital-business/> MAY

2020 – AUG 2020

Digital Disruption: Digital Transformation Strategies Emeritus _ in collaboration with University of Cambridge Judge Business School.

Website <https://emeritus.jbs.cam.ac.uk/digital-disruption/> 2018 –

2019

Markets Competition _ Online Executive Program Fundación Rafael del Pino. (45h)

2018 – 2019

Liberalism: An Endangered Philosophy _ Online Executive Program Fundación Rafael del Pino. (45h).

APR 2018 – JUN 2018

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

MAY 2018 – MAY 2018

Legal Expert in Blockchain and Smart Contracts.
Blockchain Intelligence | Blockchain Law Institute

JAN 2002 – JUN 2002

Spanish and European Union Competition Law _ Expert Program IEB (former Juan Carlos I University). (200h).

AUG 2000 – NOV 2000

Telcoms Regulation and New Technologies' Contract Law Grupo Recoletos. (120h).

SEP 2009 – JUN 2011

Master's Degree In Counselling (Empathic Listening)
Ramon Llull University. Fundacio Pere Tarres. Madrid Humanization Centre. (1500 h). 60C.

LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
FRENCH	A2	B2	A1	A1	A1
CATALAN	C2	C2	C1	C1	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

ADDITIONAL INFORMATION

LECTURER

2001 – CURRENT

Lecturer at different Universities

- Teacher of “**Digital Services Act and e-commerce regulation. Digital Markets Act.**” at Master Digital Law – Madrid Bar's Association (ICAM). Madrid (2021 – present)
- Teacher of “**Platforms: legal and business strategies, new business models, architecture, network effects, competition vs. coopetition, ecosystems, launch, monetization, growth, exit. Digital Dilemmas**” 10h. 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)
- Teacher of **Regulation of the sharing economy** (2017 and 2018) and **Crowdfunding** (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 the MASTER *International Law*. USP CEU (2004).
- Teacher of **unfair competition** at the MASTER of *International Law*. Universidad San Pablo CEU (2003).

CONFERENCES AND SEMINARS

MAY 2005 – DEC 2022 – Several Locations (Madrid, Barcelona, Cordoba, Berlin, Colombia, etc.)

Guest Speaker

- **Freedom to conduct a business and Freedom to provide services. Smart regulation principles. Spanish and EU regulation.** EUROPEAN PARLIAMENT. Brussels. 17 Nov. 2022.
- **EU Services Directive and P2P accommodation platforms. Limits to Services Directive by Spanish 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. Juan de Mariana. May 2019

- **Digital transformation in Spain. New Business Models. Digital and collaborative platforms-** IADG. Madrid - 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.2007
- **Competition law and energy sector. Collusive behaviours.** 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 (Feb2007 post)
- **Hijacking merger control.** Critical analysis of the Government's valuation criteria in merger control. Antonio de Nebrija University. (Oct 2006)

PUBLICATIONS

Author of several publications

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 **Energy** Chapter. 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** "[Liability of digital 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 Lawyers. Ed. Comares (Nov. 2006).
- **Legal Opinion in "Antitrust & IT" Magazine**
 - "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-edits book** of "[Notes on European and Spanish Competition Law. Volume V](#)" with Luis Ortiz. Dykinson (2003-2004)

TV & RADIO PROGRAMS

Audio-visual media (TV, Radio)

- [Debate in TV about taxis and VTC \("Taxis, the change"\) in program "Millennium" of RTVE La 2 \(25.feb.2019\)](#)
- [Debate in TV on collaborative economy in program "Millennium" \(no. 66\) of RTVE 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

PERSONAL & PROFESSIONAL SKILLS

1989 – CURRENT

Skills and Strengths

Personal Skills

Proactive, analytical, and problem-solving professional. Entrepreneurial spirit & expertise.

Empathic leadership.

Great communication skills and ability to manage people, relationships, contacts and to negotiate complex issues.

Professional Skills

Multi-disciplinary Lawyer & Economist with a wide knowledge & experience.

Multi-disciplinary analytical skills. Negotiation and communication skills.

Project Management & Business Development experience (creating projects and business opportunities).

Hardworking professional with great ability to work efficiently and to study and learn any kind of relevant issues.

Self-confidence, and creativity skills to face new challenges and issues.

LINKEDIN RECOMMENDATIONS

2009 – 2022

[Linkedin Recommendations as a Freelance Senior Lawyer & Economist](#)

Stefano Granella. Chief Strategy & Growth presso a2a. **Former CEO & General Manager 9Ren Group.** “Rosa is a proactive lawyer, very oriented to the business. She has a high capacity of problem solving and to manage relationships.”

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.”

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!”

Erick Andrade. Entrepreneur. **ángelGO platform** 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. 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.”

Esther Paniagua. Award-winning **independent journalist.** Author. Lecturer. Speaker.

“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.”

HOBBIES AND INTERESTS

- **Collegiate** Lawyer No. 56.784 ICAM (Madrid Bar Association)
- **Member of** Spanish Antitrust Association (**A.E.D.C.**),
- **Member of** Spanish Directors' Association (**EJE&CON**)
- **Member of** New Technologies Lawyers (**ENATIC**)
- **Hobbies:** Cooking, photography, nature, friends, travel, music, reading, theatre, trekking, sailing.
- **Musical Studies** - Full Elementary Degree: Piano.