

# 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. Legal & Business Strategy.**

Areas: **Digital platforms. Contracts and consumers. Energy, renewables, and regulated sectors.**

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



## 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.

June 2020 - Aug. 2020

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

May 2018 - Ene. 2021

Blockchain, Legal Blockchain | **Leveraging Urban Mobility Disruptions to Create Better Cities.** MIT x EDx.

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

## Professional Experience

### Senior Generalist Commercial Lawyer & Economist

- ✓ **24 years-experienced Senior Lawyer & Economist** with deep and wide expertise on **commercial agreements** (drafting, reviewing, negotiating, and conflict-resolving), both in a national and an international basis.
- ✓ 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.**
- ✓ 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** (13 years).

### Senior Freelance Lawyer 2009 - present

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

In **2016** Rosa founded Legal Sharing [Legal Advice for Digital and Sharing Economy].

- **Startups.** Rosa has advised relevant start-ups, from their launching, mentoring, and advising both at the legal and business strategic level, their processes of creation, development, and growth. Rosa has advised on regulatory risks, strategy, 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.
- **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.)
- **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.

In **2009** Rosa advised Italian Renewable 9REN Spain company (former Siemens Gamesa Solar) for six years on regulatory and contractual matters.

### 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.

## LinkedIn Recommendations by some Clients, as Senior 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."

## Lenguajes

**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.

## 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.

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

Teacher of "**Digital Services Act and e-commerce regulation**" at Master Digital Law (MDDITE) – ICAM. Madrid (2021 – present)

Teacher of "**Platforms: legal and business strategies, new business models, architecture, network effects, competition vs. cooperation, digital ecosystems, launch, monetization, growth, exit. Digital Dilemmas**" 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)

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 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 | 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

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

**Lawyer # 56.784 ICAM (Madrid Bar Association)**