



Rosa Guirado

Woman Nov 18th, 1972. | **Nationality** Spanish | **Email:** rosa@legalsharing.eu | (+34) 6000 16317
Websites: RosaGuirado.com | LegalSharing.eu | [LinkedIn](https://www.linkedin.com/in/rosaguirado)

25+ years' experienced Lawyer, Economist & Counselor.

Digital Legal & Business Executive | English C1.

Pioneer legal & business strategic Adviser and Consultant | Digital Platforms & Start-ups.
Expertise: Legal Strategy, Regulation, Competition, Commercial, European & Digital Law.
Areas: Digital Platforms, Innovation, Entrepreneurship, Consumers, Energy, Regulated sectors.
Founder & CEO of **Legal Sharing** (*Legal Advice for Digital & Sharing Economy*)

- Combination of **legal and business strategy** expertise, and hands-on entrepreneurial own experience.
- Deeply passionate about **entrepreneurship & innovation**. I founded and run my own legal *boutique*.
- **Digital Legal Business Strategy teacher** of key principles of digital legal business strategy and how to apply them to real-world situations. Also actively involved in the start-up community as a Mentor and Advisor.
- Contacted by European Commission as a **Digital Platform Expert** (2020 & 2023) | **FG IV Law Cast** February 2023

Graduate and Postgraduate Studies

Graduate Studies

Oct. 1990 - June 1996

Bachelor's Degree in Law

Bachelor's Degree in Economics & Business Administration Sciences - ICADE E-3

Universidad Pontificia Comillas (ICADE)

Postgraduate Studies

Aug. 2020 - May 2021

Postgraduate Diploma. Digital Business | Strategies | Platforms | Marketing | *MIT & Columbia Bus.School.* * Distinction

Jan. 2021 - Apr. 2021

Leveraging Urban Mobility Disruptions to Create Better Cities. MIT x edX.

Jan. 2021 - Jan. 2021

Professional Negotiation. CVPVLA negotiation. * Distinction

June 2020 - Aug. 2020

Digital Disruption: Digital Transformation Strategies. | Executive Program | *U. Cambridge J.Bus.School.* * Distinction

May 2018 - Jun 2018

Blockchain Expert Program. ICEMD - ESIC (60 h) | **Executive Legal Blockchain Program** - Blockchain España.

Oct. 2009 - Jun 2011

Masters' Degree in Counseling. Univ. Ramón Llull. 1.200 h. 60 C.

Feb. 2002 - Jun. 2002

Spanish and European Union Competition Law Expert Program IEB (former Rey Juan Carlos I Univ.) - 150h

Sept. 2000 - Nov. 2000

Telcoms Regulation and New Technologies' Contract Law - 120h

Professional Experience

Senior Digital, Strategic & Regulatory Lawyer & Economist

- ✓ Expertise as a **Law Firms' Lawyer** (9 years), **in-house Senior Lawyer** (6 years), and **Freelance Senior Lawyer** (13 years).
- ✓ 9+ years of experience as a **Senior Advisor and Consultant for digital platforms and startups**. Expertise as a **Commercial Senior Lawyer** working for start-ups and digital companies, drafting, reviewing negotiating, and conflict-resolving any kind of agreements (software, digital devices and robots included), terms and conditions, and policies, as well as solving their legal issues.
- ✓ 16+ years of experience as **Policy Advisor**, involved in legal lobby and regulation in several industries, drafting new regulations' proposals, legal & business strategies, and working with smart regulation principles and stakeholders, to shape the regulatory environment in which businesses operate.

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** [Independent Legal Advice for Digital and Sharing Economy].

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.

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

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 Expertise

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 Rosa advised and acted on behalf of BlaBlaCar **before the CNMC** in a public consultation on the regulation of the sharing economy.

Airbnb Rosa achieved a good **external advice** for three years on aspects related to the regulation of the collaborative economy (accommodation), European Union regulations, Competition law (entry barriers) and Unfair competition.

Fluidra Rosa provided a **legal opinion** on the **legal viability** of intra-entrepreneurship projects related to the sharing economy (shared pools). She also drafted atypical contracts in the digital field and new technologies (for apps, robots, etc.)

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

ángelGO 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.

Foreign Investment Banks & Funds Rosa advised on regulatory risks in Spain related to Airbnb, PHV licenses and taxi drivers.

Surplus. Delisol. Troia Launcher. 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.

Partners / Clients Recommendations. LinkedIn.

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

“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 / Digital 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 / Digital Economy has its place in our model of Society. Thanks again Rosa!”

Jaime Rodríguez de Santiago. Regional General Manager at **FREE NOW** (myTaxi). Former General Manager of **BlaBlaCar Spain**.

“Rosa is **second to none** when it comes to her **deep understanding of platforms' regulation** and, in particular, **Sharing / Digital Economy business 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 digital 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**.”

Rafael Tabares. Founding Partner INRA S.E. 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**. **OCU** (Spanish Consumers' Association).

“I have been fortunate to work with Rosa Guirado in a study I coordinated at the Spanish OCU focused on the impact of collaborative consumption. Rosa designed the legal criteria to be followed by collaborative / digital 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 **technology journalist**. Author. Lecturer. Speaker.

“I know Rosa for years, as a **pioneer and reference lawyer** in regulation of the collaborative / **digital 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.”

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.

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.

Professional skills

Multidisciplinary Lawyer & Economist 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. Media collaborator.

Teacher

- Teacher of "Legal and business strategies, new business models, architecture, network effects, competition vs. coopeition, ecosystems, launch, monetization, growth, exit. Digital Dilemmas." 10h. EUNCET Barcelona. 2021 -present
- Teacher of "Digital Services Act and e-commerce regulation" at Master Digital Law – Madrid Bar's Association (ICAM). Madrid (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

- Freedom to conduct a business and Freedom to provide services. Smart regulation principles. Spanish and EU regulation. EUROPEAN PARLIAMENT. Brussels. 17 Nov. 2022.
- Services and liability of P2P platforms. Málaga Bar's Association. October 27th and December 14th, 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
- 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)

Author

Legal Sharing Blog [ES](#) [EN](#) |  [Christmas 2018 – Digital Platforms' Newsletter](#)

Books | Papers

- Co-author of the collaborative article coordinated by Antonio Maudes (CNMC): "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
- "Threats to Competition in the Sharing Economy"
- Author of the article "Digital Platforms Liability". 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).
- Legal Opinions 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". Dykinson (2003-2004)

Press

- El País Retina / Agenda Pública / Conflegal / El Español / Crónica Global / Ara.Cat | Expansión. Gaceta de los Negocios. Cinco Días.

Media (TV, Radio)

- TV Debate about taxis and VTC ("Taxis, the change") in program "Millennium" of the 2 of RTVE (25.feb.2019) on taxi and VTC issues
- TV Debate on collaborative economy in program "Millennium" (no. 66) of R TVE's La 2. on sharing and digital economy issues
- 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.), Tech Lawyers (ENATIC) & Spanish Directors' Association (EJE&CON)
Lawyer #56.784 ICAM Madrid Bar Association