



Intellectual Property (IP) as a Key Business Enabler WIPO Dialogues on IP and SMEs – Latin America and the Caribbean Region

Tuesday, November 5, 2024 (08:30–16:00)

Salitre Headquarters and Business Center, Bogota Chamber of Commerce,
Bogota

Registration (8:30 – 9:00)

Master of Ceremony: Ms. Inés María Zabaraín and Jorge Alfredo Vargas, Bogota

Opening Ceremony (9:00- 9:30)

Mr. Marco M. Alemán, Assistant Director General, IP Innovation Ecosystems Sector (IES),
World Intellectual Property Organization (WIPO), Geneva

Ms. Kandy Obezo Casseres, Viceminister of Multilateral Affairs, Ministry of Foreign Affairs of
Colombia, Bogota

Ms. Cielo Elianne Rusinque, Superintendent of Industry and Commerce, Superintendence of
Industry and Commerce (SIC), Bogota

Mr. Hermán de Jesús Gutiérrez, General Director, National Directorate of Copyright (DNDA),
Bogota

Ms. María Mónica Conde, Vicepresidenta de Relaciones Internacionales y Cooperación de la
Cámara de Comercio de Bogotá y Secretaria General del Capítulo Colombia de la Cámara de
Comercio Internacional – ICC (Francia).

Keynote address: Promoting the economic growth of Small and Medium-Sized Enterprises (SMEs) in Latin America and the Caribbean through comprehensive public policies that include the efficient use of Intellectual Property (IP) (9:30 – 10:00)

Mr. Nicolo Gligo, Economic Affairs Officer, Production, Productivity and Management Division,
Economic Commission for Latin America and the Caribbean (ECLAC), Santiago de Chile

Panel I: Powering SMEs' Performance & Economic Growth through IP – A Dialogue on IP Trends and Value Creation (10:00 –11:00)

Speakers: Mr. Andrés Rengifo, Director of Corporate, External and Legal Affairs for Spanish-
speaking South America, Microsoft, Bogota

Ms. Paula Gimena Fernández Pfizenmaier, Director of IP, Mercado Libre, Buenos Aires

Ms. Claudia García Wagner, Director of Innovation, Guerrero & Asociados, Bogota

Mr. Carlos María Gallo, President, National Institute of Industrial Property Argentina (INPI),
Buenos Aires



Moderator: H.E. Mr. Matthew Wilson, Ambassador, Permanent Representative of Barbados to the United Nations Office and other International Organizations in Geneva, Coordinator of the Informal Working Group on MSMEs of the World Trade Organization, Geneva.

Coffee break (11:00–11:30)

Panel II: Strategic Brand Management: Leveraging Trademark Commercialization for Business Success (11:30-12:30)

Speakers: Mr. Sergio Barragan, IP Counsel and Legal Head of Global Foods Group, PepsiCo, Inc. Mexico City

Mr. Wilfrido Fernández, Founding partner, Zacarías & Fernández, Asunción

Mr. José Luis Londoño Fernández, Associate Senior Director, External Relations, Policy Development, International Trademark Association (INTA), Bogota

Mr. Luis Henriquez, President, Inter-American Association of Intellectual Property (ASIPI), Caracas

Moderator: Mr. Danny Grajales, Global Policy Manager, IP and Innovation, International Chamber of Commerce (ICC), Paris

Lunch (12:30-13:30)

Participants can network and continue discussions in a more informal setting, over lunch.

Panel III: Enterprising Ideas – IP for Startups and Scaleups (13:30-14:30)

Speakers: Ms. Ana Paulina Toro, Program Manager, Platzi, Bogota

Ms. Cavelle Johnston, Attorney-at-Law, The Law Office of Cavelle Johnston, Kingston

Ms. Sylvia Chebi, Executive Director, Thaleslab, Montevideo

Moderator: Mr. David Cabrera, Executive Director A.I., Regional Center for the Promotion of MSMEs (CENPROMYPE), Central American Integration System (SICA), San Salvador.

Panel IV: From Inspiration to Creative Assets – IP Management and the Creative SME (14:30-15:30)

Speakers: Ms. Micaela Mantegna, Counsel on IP, Artificial Intelligence and Videogames, Affiliated with the Berkman Klein Center Harvard University, Buenos Aires

Mr. Ricardo Castanheira, Senior Vice President, Public Policy & Government Relations Europe & Latin America, Sony Music, Brussels

Mr. Fernando Zapata López, Attorney at law on Copyright, IP and Telecommunications, Zapata & Ríos Abogados asociados, Bogota

Moderator: Ms. Maria Fernanda Hurtado, Vice President, Global IP Alliance (GLIPA), Bogota

Closing Remarks (15:30-16:00)

Speaker: Mr. Guy Pessach, Director, IP for Business Division (IPBD), IP Innovation Ecosystems Sector (IIES), World Intellectual Property Organization (WIPO)

MARCO M. ALEMÁN

Assistant Director General of IP and Innovation Ecosystems Sector World Intellectual Property Organization

Marco M. Alemán, studied law at the Javeriana University (J.D., 1991) where he also obtained a Corporate Law Certificate (L.L.M., 1996). He then obtained a Diploma in Advanced Studies (DEA) in Research at the Alcala University (Spain, 2006), and a Ph.D. in Law (2011, Cum Laude). Mr. Alemán practiced as an IP Attorney from 1991 to 1995. He was then appointed Head of the Colombian Industrial Property Office, from 1995 to 1998, and was invited as a Fellow Visiting Researcher at the Max Planck Institute in Munich, Germany in 1998. He joined WIPO in 1999 as Senior Program Officer, Office of Cooperation for Development for Latin America and the Caribbean (from 1999 to 2006). He was then appointed Deputy Director in the Division for Public Policy and Development (from 2006 to 2009), Deputy Director of the Patent Law Division (from 2009 to 2013), and went on to be Director of the Patent Law Division (2013 – 2020). He currently holds the position of Assistant Director General, leading the IP and Innovation Ecosystems Sector (IES).



KANDYA OBEZO CASSERES

Viceminister of Multilateral Affairs, Ministry of Foreign Affairs of Colombia

PhD candidate in Social Policy at the London School of Economics and Political Science (LSE). She has a Master's degree in Latin American Studies from Georgetown University with a Fulbright scholarship, a master's degree in Development and Culture from the Technological University of Bolívar (2013) and a bachelor's degree in Social Communication from the University of Cartagena (2009). Her professional experience combines the public-private sector, and academia with a social-community approach. He served as Consul General of Colombia in Washington D.C. She has worked as a consultant for the Development Bank of Latin America and the Caribbean -CAF-. He has served as head of Entrepreneurship and Cultural Affairs at the Chamber of Commerce of Cartagena. She was Deputy Director of Education and Participation at the Ministry of Environment and Sustainable Development of Colombia, where she led the implementation of social dialogue policies throughout the country, working closely with ethnic communities, youth and women's organizations. Prior to that, she worked advising the Mayor's Office of Cartagena on international cooperation issues, and in the Government of Bolívar as a researcher at the Center for Thought and Governance of Bolívar. She has worked as a university professor.



CIELO ELIANNE RUSINQUE
Superintendent of Industry and Commerce,
Superintendence of Industry and Commerce (SIC)

Lawyer from the Universidad Externado de Colombia, master's degree in Constitutional Law and Political Studies Research from the University Panthéon-Assas (Paris II) and PhD candidate in Constitutional Law from the same university. Before taking over as superintendent of Industry and Commerce, she was general director of the Administrative Department for Social Prosperity, professor of the specialization in Administrative Law at the Colegio Mayor de Nuestra Señora del Rosario, research professor at the Externado de Colombia University and professor of Constitutional Law at the University of Cundinamarca. Currently, she is a professor of Constitutional Law at the Universidad Externado de Colombia. She has practiced as a lawyer, consultant and litigator in Colombia and France. She worked as a lawyer at the firm Mialot Avocats, was an advisor to the Military Attaché of the Embassy of Colombia in France, was linked to the Legal Office of the Mayor's Office of Fusagasugá and worked in the Attorney General's Office as a judicial assistant I of the Regional Directorate of Prosecutors, Unit of Prosecutors before Specialized Circuit Judges, and as judicial secretary I of the National Directorate of Prosecutors' Offices, National Unit of the Prosecutor's Office against Kidnapping and Extortion.



HERMAN GUTIÉRREZ GUTIÉRREZ
General Director, National Directorate of Copyright (DNDA)

Lawyer from the Autonomous University of Colombia with a Master's degree in IP and New Technologies from the Austral University of Argentina. He has participated as a fellow in several training courses on IP organized by WIPO and in the Virtual Courses led by the National Copyright Directorate. Additionally, he has served as a public servant at the DNDA for 11 years, working as a conciliator at the "Fernando Hinesrosa" Conciliation and Arbitration Center and as a coordinator in the Registration Office of the same entity.



María Mónica Conde
Vice President of International Relations and Cooperation,
Chamber of Commerce of Bogotá, Secretary General of the
Colombia Chapter– ICC (France).

Industrial Engineer, Marketing Specialist, Master in Business Administration (MBA), training in international trade. Experience in strategy, management of innovative projects, corporate and governmental relations at national and international level and formulation of cooperation projects in business and shared value issues. Definition of tactical plans and procedures for the development of projects. Experience in integration and management of Boards of Directors. She has served as Director, International Relations Office, International Business Director, Director of International Promotion of the Bogotá Chamber of Commerce; Secretary General of the Colombia-India Chamber of Commerce and Industry, Secretary General of the Colombian Pacific Foundation: Member of the Colombia-United States FTA Negotiating Team, National Director of the Zeiky Network (Business Center for Foreign Trade Information) and Coordinator of Conditions of Access to International Markets of Proexport – Colombia.



NICOLO GLIGO

Economic Affairs Officer, Production, Productivity and Management Division, Economic Commission for Latin America and the Caribbean (ECLAC)

Professional with more than 25 years of experience in the design and implementation of productive and business development policies, including investment attraction, export promotion and innovation and technological development. He has held different positions of responsibility in the Chilean public sector and has worked as a consultant for international organizations. In his current position he coordinates the work in science, technology and innovation, technological extension and entrepreneurship. He is an industrial civil engineer with a master's degree in the same specialty, and a master's degree in technology management.



ANDRÉS MAURICIO RENGIFO

Director of Legal, Corporate and External Affairs of Microsoft for Spanish-speaking South America

Prior to his current position he served as Microsoft's Director of IP and Digital Security Affairs for the Americas region, where he led the company's strategy to protect its IP and improve cloud security by reducing digital risks caused by cybercrime. He was also the legal director of IP Affairs at Microsoft Mexico. He previously served in the same position for the Andean region (Colombia, Peru, Ecuador and Venezuela). In the public sector, Andrés represented the Colombian government as a negotiator in several multilateral treaties. He has been a lecturer on Artificial Intelligence, security, innovation and IP in several forums and universities throughout the region. Andrés holds a master's degree in law with a concentration in new technologies and IP and a specialization in economics and e-commerce.



PAULA GIMENA FERNÁNDEZ PFIZENMAIER

Director of IP, Mercado Libre

Paula is an IP, IT, and advertising lawyer dedicated to delivering practical, business-focused legal advice that supports and drives business success.

In 2021, she transitioned from a BigLaw partnership to an in-house counsel role at Mercado Libre, embracing the entrepreneurial spirit and fast-paced environment.

With over 15 years of experience, Paula has a proven track record in IP law, particularly in trademark-related matters. Her expertise spans trademark registration and portfolio management, opposition proceedings, privacy, new technologies, and various legal aspects of advertising and marketing, such as publicity rights, trademark licensing, technology internet law, social media, and contract law.

Her main practice areas include trademark prosecution and litigation, advertising law, internet law, new technologies, and privacy rights.



CLAUDIA GARCÍA WAGNER

Director of Innovation, Guerrero & Asociados

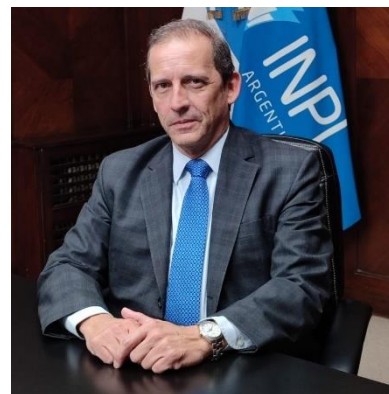
More than 20 years of experience in innovation processes and technology transfer. Within her roles, she has managed IP at the Harvard School of Public Health, coordinated portfolios of transferable technologies at Connect Bogotá, has been Director of Technology Transfer at a Colombian public university, Advisor for the Delegation of Industrial Property of the Superintendence of Industry and Commerce (SIC) and led programs related to the protection of inventions and innovation in companies with government entities. She holds a Master in Business Administration, an specialization in Sustainability and Chemistry with advanced studies in Chemical Engineering. She is currently Director of Innovation at Guerrero Asociados Intellectual Property, Vice President of the MIT Harvard Club of Colombia and business mentor in the regions.



CARLOS MARÍA GALLO

President, National Institute of Industrial Property Argentina

Lawyer specialising in IP (trademarks and patents), complex litigation in areas such as inheritance and corporate conflicts. Graduated from the UBA, with a specialization in High Technology Law. He was an Industrial Property Agent. He was a professor of the Public Accountant career and in the Business Administration in Economic Legislation. He served as an external advisor to companies. He held leadership roles as Legal Director and partner in charge of the IP litigation area. He worked at the National Court of Appeals in Federal Civil and Commercial Matters (competent in trademark and patent matters). Between 2016 and 2020, he served as National Director of Trademarks at INPI, where he actively participated in the modifications to trademark legislation and as an expert in IP in the negotiation of Free Trade Agreements with the European Union, with EFTA, among others. He contributed to the development and implementation and simplification of new processes and systems for the better functioning of the Trademark Management.



H.E. MATTHEW WILSON

Ambassador and Permanent Representative of Barbados to the United Nations, World Trade Organisation and Other International Organisations in Geneva

Chair of the WTO Working Group on MSMEs, co-convener of the WTO Dialogue on Plastics Pollution, Chair of the Working Party on the Accession of Curacao to the WTO, and Chair of the Africa, Caribbean and Pacific group (ACP) in Geneva.

He has held various senior roles in international organisations including Chief of Staff at the International Trade Centre (2013-2021); Senior Adviser to the WTO Director General (2011-2013); Deputy Aid for Trade Coordinator at the WTO. Previously he served as a diplomat for the Government of Barbados. International Gender Champion on the steering committee of the International Gender Champions; the WEF Climate Trade Zero; the Forum on Trade, Environment and the SDGs; the UN Trade and Development (UNCTAD). He has degrees in Psychology/Sociology; International Relations; Development Studies; and an MBA-Essentials.



ANA PAULINA TORO

Program Manager for Special Projects and Innovation Leader at Platzi

Platzi, is a leading virtual education platform in Latin America which main goal is to empower lives through high-quality education, with a mission to strengthen Spanish-speaking economies and bridge the education gap by offering online courses in technology and digital skills. With over 1,600 courses, Platzi has educated 5 million students across Latin America and partnered with over 2,000 organizations in the region.

In her role, Ana Paulina leads innovative projects aimed at reducing educational gaps in Latin America. She also teaches IP at the University of Antioquia in the master's program for Science, Technology, and Innovation Management. Ana Paulina holds a degree in Economics and a master's in science, Technology, and Innovation Management as well as an MBA.

With over 10 years of experience, her career focuses on innovation processes, technology transfer, and the management of knowledge assets for protection and transfer.



CAVELLE JOHNSTON

Proprietor, The Law Office of Cavelle Johnston

Cavelle was called to the Jamaican bar in 2008, she practices actively in the areas of corporate and commercial law, including commercial and residential conveyancing, IP law, industrial disputes and civil litigation. Previously, Cavelle served as lead counsel and Partner in the civil and commercial departments of Townsend Whyte & Porter (2010-2020) and Associate at Williams, McKoy & Palmer (2008-2010). Cavelle's IP practice focuses on trademark and design protection where she works primarily with Micro, Small and Medium Sized Enterprises (MSMEs). Cavelle represents developers, investors, joint venture partners and other stakeholders in real estate transactions and is certified by the Jamaica Special Economic Zone (JSEZA) in the Legal and Commercial Requirements of SEZ. Cavelle holds a Bachelor of Arts Degree in Journalism, Mass Communications and Sociology, a Juris Doctor Degree and is admitted to the Connecticut Bar. She is currently pursuing an LLM in International Commercial Law.



SYLVIA CHEBI

Co-Founder and Executive Director of ThalesLab

ThalesLab is a Company Builder and Technology Accelerator based in Uruguay. Sylvia is President of URUCAP (the Uruguayan Association of Private Equity), and Director of WelInvest, a community of female venture investors in Latin America. She holds a degree in Industrial Electronic Engineering, and MBA. Sylvia has been a university lecturer in engineering and innovation topics and has been an entrepreneurship mentor for more than 15 years.



DAVID CABRERA

Executive Director A.I. Regional Center for the Promotion of MSMEs (CENPROMYPE), Central American Integration System (SICA)

David holds a bachelor's degree in commercial management and Marketing, and a master's degree in management skills. With more than 20 years of working experience, he has developed professionally in 3 continents and in multinational companies such as Walt Disney and Telefónica. He has led projects for positioning, differentiation, competitive improvement and internationalization of products and services in Latin America, Europe, and the United States. A specialist in Strategy, Management, Creativity, Innovation, and Internationalization, he has also been a professor of Analysis of the Business Environment, Marketing and International Trade, Creativity and Innovation for Leadership. As a business advisor, he has worked on the competitive improvement of more than 300 companies in the Central American region.



SERGIO MANUEL BARRAGÁN ARRIETA

Senior IP Counsel and Head Counsel for Global Foods Group at PepsiCo

Responsible for IP legal matters for PepsiCo in Mexico and Latin America and Head Legal Counsel for PepsiCo's Global Foods Group. With his team, Sergio manages the food and beverage portfolio for PepsiCo across the Latin American region, overseeing more than 20,000 trademark registrations, including brands valued at over a billion dollars, such as PEPSI®, LAY'S®, DORITOS®, CHEETOS®, GATORADE®, and QUAKER®. Sergio acts as General Counsel for the PepsiCo Global Foods Group, overseeing all legal aspects of global campaigns and initiatives for PepsiCo's food brands, ensuring that all legal matters are appropriately addressed and maintaining brand consistency worldwide. Member of various IP associations, including ASIPI, INTA, ABPI, and AMMPI. He has participated in multiple working committees within INTA and currently serves as Treasurer on the Board and Executive Committee of the association. Sergio and his team have been recognized multiple times by the World Trademark Review as one of the most influential IP teams in Latin America, particularly within the food and beverage industry.



Mr. WILFRIDO FERNÁNDEZ

Attorney at Law and Juris Doctor

Prof. Dr. Fernández holds a Master of Laws and postgraduate studies. Founding partner of a prominent law firm in Paraguay. He has served as the President of several prestigious organizations, including the Interamerican Federation of Lawyers, the Eurochamber of Paraguay, the Paraguayan-German Chamber of Commerce and Industry, and the Paraguayan American Cultural Center. He was also a member of the Permanent Review Tribunal of Mercosur and is a mediator and arbitrator with notable institutions such as the National Arbitration Forum, the World Intellectual Property Organization, and several others. Additionally, he is a Professor of IP Rights at a national university in Paraguay and serves as an advisor to the Paraguayan government on IP Rights. He has authored numerous publications in areas such as Comparative Law, Integration Law, and Intellectual Rights.



JOSÉ LUIS LONDOÑO FERNÁNDEZ

Associate Senior Director, External Relations, Policy Development, International Trademark Association (INTA)

IP expert with over 20 years of experience in government, corporate, litigation, and advocacy. Previously to his current position he held the position of Chief Representative Officer for Latin America and the Caribbean at INTA. His leadership has been instrumental in promoting IP law harmonization, enhancing brand value, and reinforcing consumer trust across the region. Previously Deputy Superintendent for Industrial Property at Colombia's Superintendence of Industry and Commerce saw him actively involved in drafting regulations and negotiating international treaties, contributing to Colombia's recognition as a benchmark for IP offices in the region. He holds a master's degree in Private Law, Society, and Person with a focus on IP and teaches various IP-related courses at multiple Colombian universities.



LUIS HENRIQUEZ

IP Lawyer, President, Inter-American Association of Intellectual Property, (ASIPI)

Lawyer with specialization in IP and an LLM in IP. He is a partner at the firm Bolet & Terrero, founded in 1915. Over the past 25 years, he has worked with companies and multinational corporations in the protection and defense of their trademarks, patents, and other IP assets in Venezuela and abroad. He has also negotiated and drafted all kinds of agreements involving IP assets. Since 2012, Mr. Henriquez has been a member of the Executive Committee of the Inter-American Association of IP (ASIPI) and currently serves as its President. As a key member of ASIPI, he has developed close relationships with other international associations such as ECTA, INTA, and WIPO, among other organizations, as well as with IP offices in the region, with whom he has led various projects and activities to promote and defend IP in Latin America.



DANNY GRAJALES PÉREZ-Y-SOTO

Global Policy Manager – IP, International Chamber of Commerce (ICC)

Danny coordinates the work of the ICC Global IP Commission, which serves as a global forum for businesses on all aspects of IP and innovation policies.

He holds an LLM a master's degree in IP Law and an undergraduate degree in law. He speaks English, Spanish, and French. Before joining ICC, he worked for law firms in Colombia, Chile, and the United States.



**MARIA FERNANDA HURTADO,
Vice President, Global IP Alliance (GLIPA)**

Lawyer with a master's degree in international business and IP. She has developed her career in important positions in the public and private sectors, including at Baker & Mc Kenzie in Colombia supporting the regulatory agenda of the firm with the national regulatory authority, at the Colombian Ministry of Commerce, Industry and Tourism, leading the closing of the negotiations of the IP chapter on the Colombia Free Trade Agreement with the United States, and as Director of Corporate Affairs for Colombia, Ecuador and Peru.



**MICAELA MANTEGNA
Video game lawyer**

Known as the 'Abogamer', Micaela is a video game lawyer and activist who is renowned for her expertise in AI ethics, extended reality (XR) policy, and the complex relationship between artificial intelligence, creativity, culture, and copyright law. In 2022, Micaela was chosen for the TED Fellowship, with her TED talk on the ethics of the metaverse earning 1.5M+ views globally. She has been an affiliate at the Berkman Klein Center at Harvard University, while also serving on the World Economic Forum's Metaverse Council, Chatham House's Responsible AI Taskforce. Currently a Salzburg Global Fellow, and a Datasphere Initiative Fellow she is the author of "ARTficial: creativity, AI and copyright" (2022) and the upcoming "Brandancing in the Metaverse: a capitalism of cognitive surveillance" (2025), her work explores in depth the implications of digital capitalism, at the intersections of creativity, IP, ethics and aesthetics of AI. She edits and curates the Substack newsletter "This week in the [👉 #Metaverse](#)," offering weekly insights into the latest trends and policy developments on the metaverse, AI, neurotech, crypto and gaming.



**RICARDO CASTANHEIRA
Senior Vice President of Public Policy and Government Relations for Europe and Latin America at Sony Music**

Previous to his current position, Ricardo was Coordinating Counselor for Digital and Telecommunications at the Permanent Representation of Portugal to the European Union in Brussels (2017-2022), Director General of the Motion Picture Association Latin America (2013-2017), in Brazil, an organization that institutionally represents the largest studios in the world: Walt Disney, Warner Bros, Sony Pictures, Universal, Paramount and Netflix. Director of Corporate Affairs at Microsoft Brazil, from 2011 to 2013; Head of Legal and Corporate Affairs at Microsoft Portugal, from 2007 to 2011; CEO of the Foundation for the Diffusion of Information Technologies, in Lisbon, between 2005 and 2007. For several years he practiced law as a senior partner at CAPA - Sociedade de Advogados, in Coimbra, Portugal. Ricardo holds a degree in Law post-graduate courses in Negotiation, Communication Management an Advanced Management Program and a Mini - MBA.



FERNANDO ZAPATA LOPEZ

Attorney at law in Copyright, IP and Telecommunications, Zapata & Ríos Abogados asociados

Colombian lawyer. From 2009 to 2015, he was Director of the Regional Center for the Promotion of Books in Latin America and the Caribbean (CERLALC), where he led initiatives on digital transformation in reading, books, and copyright. He played a key role in adopting the Model Law for Reading and Libraries (2011) and public policy recommendations for Ibero-America (2013). An advocate for copyright and related rights, Zapata received the WIPO Gold Medal in 2006. He contributed to the TRIPS Agreement (1994) and WIPO copyright treaties (1996) Represented Colombia in several Free Trade Agreements. Zapata is a professor of copyright law. From 1986 to 2009, he directed Colombia's National Copyright Office (DNDA).

He serves as an Alternate Magistrate at the Court of Justice of the Andean Community.



GUY PESSACH

Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IES), WIPO

Prior to joining WIPO, Guy was a Law Professor at the Faculty of Law, Hebrew University of Jerusalem, specializing in Intellectual Property, Law & Technology and the Creative Industries. Guy was a Fulbright Scholar, Residential Fellow at the Information Society Project, Yale Law School; a Visiting Professor at Columbia Law School, City University Hong Kong, UBC and the Center for Transnational Legal Studies, Georgetown University Law School and also an Erasmus Mundus, Visiting Scholar at the Center for Law, Society and Pop Culture, University of Westminster. Prior to his academic career, Guy clerked for Justice Zamir at the Israeli Supreme Court and has worked at the Economic Department of the Israeli State Attorney's Office; The Israeli Antitrust Authority; the Bank of Israel and as a private legal counsel, in the area of Intellectual Property, including counselling to technology transfer offices, startups, technology and media companies.

