



## SENIOR COUNSELLOR LEGAL & BUSINESS | TRADE POLICY & NEGOTIATION | STORYTELLER & PODCAST HOST

Business-minded lawyer, negotiator and manager with **16+ years** of experience in private and public sector. Proven ability to design and implement legal, policy & business solutions while leveraging intercultural skills (**13+ year living abroad**). Member of the [Management Board](#) of the World Trade Organization (WTO) Pension Plan and member of the [WTO List of Panelists](#) to hear WTO disputes. Member of the London Court of International Arbitration (LCIA) [Database of Arbitrators](#). **Domain Name Panelist** at the [Czech Arbitration Court \(ADR.EU\)](#), [Canadian International Internet Dispute Resolution Centre \(CIIDRC\)](#), [Asian Domain Name Dispute Resolution Centre \(ADNDRC\)](#), and the [Hong Kong International Arbitration Centre \(HKIAC\)](#). **URS Examiner** at [MFSD IP Dispute Resolution Center](#). Listed as [Pro Bono Counsel](#) at the Court of Arbitration for Sport (CAS). Served as Arbitrator/Panelist, lawyer for complainants/respondents/third parties and the secretariat administering disputes. Regular speaker in international professional and academic events on IP, Tech & Innovation, trade and dispute settlement. Legal & business author of over **36 pieces** generating over **9,400 downloads** across various platforms. Podcast creator and host of “**The Rodolfo Rivas Project**” ([rodolforivasproject.com](http://rodolforivasproject.com)).

J.D. equivalent degree from Universidad Panamericana (Mexico) and LL.M. degrees from Universitat d’Alacant (Spain) and Stanford Law School (US); MBA degree in International Management from University of London (UK).

Honed drafting, legal, compliance, leadership, management & negotiating skills in 2 law firms, a leading US-based insurance company, WTO, World Intellectual Property Organization (WIPO) and trade policy offices of Mexico & Israel.

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|-----------------------------|------------------------------|------------------------|
| ✓ Critical thinker          | ✓ Interpersonal communicator | ✓ Easily adapts        |
| ✓ Well organized            | ✓ Sound judgment             | ✓ Drafting ability     |
| ✓ Persuasiveness            | ✓ Creative thinker           | ✓ Advocacy/Negotiation |
| ✓ Multicultural team player | ✓ Emotional intelligence     | ✓ Storyteller          |
| ✓ Leadership                | ✓ Project & time management  | ✓ Entrepreneurial      |

## PROFESSIONAL EXPERIENCE

**Foreign Trade Administration - Ministry of Economy & Industry, Geneva, Switzerland** 2016 – present  
*Senior Counsellor Legal & Economic Affairs*

Israel’s Foreign Trade Administration of the Ministry of Economy and Industry, manages and directs Israel’s international trade policy, with over 40 trade offices around the world. Staff selection is highly competitive and nationality-neutral.

- ❖ Created and launched the **Trade Lecture Sessions @ the WTO**; initiative to bringing latest academic research from some of the World’s top Universities to the WTO. **12 sessions** so far featuring the WTI of University of Bern, Stanford Law School, Columbia Law School, the Hebrew University and Université libre de Bruxelles.
- ❖ Ensure Israel’s compliance with International Trade and Economic laws and regulations, through training, evaluation and developing processes and controls.
- ❖ Representation, defense and advocate of the Government of Israel and its stakeholder’s interests in negotiations.
- ❖ Executed Israel’s legal representation at the WTO and in **5 WTO dispute settlement proceedings**.
- ❖ Negotiating the Environmental Goods Agreement (EGA), expected to eliminate tariffs in the global sustainable technologies market – currently valued at **US\$1.1 trillion**, projected to grow to **US\$2.5 trillion** by 2022.
- ❖ Negotiating the dispute settlement chapter of the Trade in Services Agreement (TiSA) – agreement aimed to comprehensive services sectors liberalization. OECD estimates services account for **68% of global GDP**.
- ❖ Negotiating the plurilateral Initiative on e-commerce under the auspices of the WTO, which so far covers over **90%** of the **US\$25 trillion** global e-commerce market.
- ❖ Negotiating Fisheries Subsidies Agreement, supporting **UN’s Sustainable Development Goal (SDG) goal 14.6**.

*Counsellor WTO Economic & Legal Affairs* 2013 – 2016

- ❖ Negotiated, concluded and implemented the expansion of the Information Technology Agreement (ITA), with an estimated value of **US\$1.3 trillion** in added global trade per year.
- ❖ Negotiated, concluded and implemented the Trade Facilitation Agreement, expected to produce accrued benefits upwards of **US\$1 trillion a year**.
- ❖ Negotiated and concluded WIPO’s Geneva Act of the Lisbon Agreement for the Protection of Appellations of Origin (AO) and Geographical Indications (GIs), setting a new framework for its global regulation.

*Legal Counsel & Trade Negotiator* 2011 – 2013

- ❖ Negotiated, concluded and implemented the revised Government Procurement Agreement (GPA) – valued at **US\$100 billion per year**.

**The Rodolfo Rivas Project, Geneva, Switzerland** 2019 – present  
*Podcast creator & host*

Conversations and life stories of talented individuals (International functionaries, lawyers, diplomats, entrepreneurs, academics, filmmakers etc.) in International Geneva and beyond. Guests include: Dr. Willy Mutunga (former Chief Justice Kenya), Dr. Grethel Aguilar (Acting DG of IUCN), Jesus Seade (Undersecretary for North America Mexico’s MFA) Amb. Roberto Zapata (Mexico to the WTO), Petros Mavroidis (Columbia Law School), Luke Lorentzen (filmmaker). Available at: [Spotify](#), [Apple Podcasts](#), [SoundCloud](#), [Google Podcasts](#), [Stitcher](#), [Overcast](#) etc.

<b>Mission of Mexico to the WTO</b> , Geneva, Switzerland <i>Legal Consultant</i>	2010 – 2011
❖ Represented Mexico in <b>4 WTO disputes</b> – all with successful outcome.	
<b>World Intellectual Property Organization</b> , Geneva, Switzerland <i>Legal Staff</i>	2007 – 2009
❖ Managed over <b>250 domain name disputes</b> under strict deadlines.	
❖ Assigned over <b>3,000 cases</b> to multinational legal <b>staff of 20</b> .	
❖ Supervised and trained multinational junior legal staff.	
<b>Stewart Title Guadalajara, S.A. de C.V.</b> , Zapopan, Mexico <i>General Counsel</i>	2005 – 2006
Stewart Title Guadalajara (STG) – subsidiary of Stewart Title Latin America Inc. and Stewart Title Guarantee Company (third largest Title Insurance company in the US).	
❖ Designed and implemented Stewart Title’s legal and business framework in Mexico and the Caribbean.	
❖ Ensured policy compliance and managed government affairs outreach activities.	
❖ Analyzed and assessed legislative/regulatory proposals and key trends in the industry to identify and track impact on business objectives and corporate positions.	
❖ Negotiated and drafted complex commercial contracts of domestic and international nature.	
❖ Supervised and trained over <b>30 professional staff</b> members at Stewart Title’s <b>six offices across Mexico</b> .	
<b>Gomez Minakata, Romero Attorneys at Law</b> , Guadalajara, Mexico <i>Associate</i>	2004 – 2005
❖ Prepared risk management strategy reports.	
❖ Represented clients in <b>20 mediations</b> on financial services proceedings with <b>95% success rate</b> .	
❖ Created and headed the IP department.	
<b>Guevara &amp; Guevara Attorneys at Law</b> , Guadalajara, Mexico <i>Legal Staff</i>	2002 – 2003
❖ Represented successfully <b>43 cases</b> before the Labor Attorney General.	
❖ Negotiated and drafted settlement agreements in employment matters.	
❖ Advised a team in Mexico’s top tier football league on general employment matters.	

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## E D U C A T I O N

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<b>University of London</b> , London, United Kingdom <i>MBA in International Management</i>	2019
<b>Stanford Law School</b> , Palo Alto, California, USA <i>LL.M. Law, Science &amp; Technology</i>	2010
<b>Universitat d’Alacant</b> , Alicante, Spain <i>LL.M. in Intellectual Property (Magister Lvcentinvs)</i>	2007
<b>Universidad Panamericana</b> , Guadalajara, Mexico <i>J.D. equivalent (Licenciado en Derecho)</i>	2004

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## L A N G U A G E S

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English (fluent), Spanish (native), French (basic).

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## S E L E C T E D P U B L I C A T I O N S

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- ❖ *Tarantinos in the Attic: A brief history of Quentin Tarantino’s use of trademarks in storytelling*, Medium (July 2019). Available at: <https://bit.ly/2StHzVe>
- ❖ Book review of *The Regulation of International Trade: Volume 1 GATT*, Oxford Journal of International Economic Law (April 2018). Available at: <https://bit.ly/2IHJiEH>
- ❖ *A Brief Unified Theory of CSR under Milton Friedman*, SSRN (September 2017). Available at: <http://bit.ly/2zYJEhC>
- ❖ *To Outsource or to Keep In-House – That Is the Question: A Case Study of Nespresso and Keurig Coffee Pod Recycling Programs*, SSRN (May 2017). Available at: <https://bit.ly/2TsEntm>
- ❖ Book review of *Theories of International Politics and Zombies: Revised Edition*, Oxford Journal of International Economic Law (December 2016). Available at: <http://bit.ly/2k50IEU>
- ❖ *Quality Management as Implemented Through Intel’s ‘Copy Exactly!’*, SSRN (October 20016). Available at: <http://bit.ly/2xM1oio>
- ❖ *Dysfunctional leadership and its impact on organizational performance*, SSRN (March 2015). Available at: <https://bit.ly/2Z4bzsq>
- ❖ *The WTO and the private sector: opportunities and benefits*, ABOGADO CORPORATIVO (March 2013). Available at: <http://bit.ly/2xCwO8R>
- ❖ Co-authorship with Serah Mutheu Mati, *Corporate IP protection in Cyberspace*, ABOGADO CORPORATIVO (May 2014). Available at: <http://bit.ly/2xN6D18>

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## H O B B I E S

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Directing [short film adaptations](#) of Stephen King’s stories, writing pieces about pop culture, cooking Italian cuisine with a Mexican twist, drifting RC cars, creating elaborate home videos, playing basketball in a community league, attending fantastic cinema film festivals and watching animated films with my daughters.