



**CERTIFIED CHIEF OF STAFF™ | SENIOR COUNSEL LEGAL | POLICY & NEGOTIATION |
LAW PROFESSOR | STORYTELLER & PODCAST HOST**

Business-minded lawyer, negotiator, director & communicator, **19+ years** experience in private & public sector. Proven ability to design/implement legal, policy & business solutions leveraging intercultural skills (**16+ years living abroad**). **Management Board** Member of the World Trade Organization (WTO) Pension Plan and **WTO List of Panelists**. MCI Arb, London Court of International Arbitration (LCIA's), **Court of Arbitration for Art (CAfA)** and **INDAUTOR Arbitrator**. **Domain Name Panelist** with **64 Panel Decisions** adjudicating **191 domains** at **FORUM**, **Czech Arbitration Court**, **Canadian International Internet Dispute Resolution Centre (CIIDRC)**, **Asian Domain Name Dispute Resolution Centre (ADNDRC)**, **WIPO** and **Hong Kong International Arbitration Centre (HKIAC)**. **URS Examiner** at **MFSD**. **Pro Bono Counsel** at Court of Arbitration for Sport (CAS). Served as Arbitrator/Panelist, complainants/respondents/third parties lawyer, and secretariats. **Associate Professor of Law** at Universidad Panamericana. **Switzerland's Regional Director @ the Chief of Staff Association**. Author of **43 pieces** in top 10% of all-time **SSRN authors** with **15.3K downloads**. Producer, creator, host of "**The Rodolfo Rivas Project**" podcast.

I 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 & creative thinker | ✓ Tactical communication | ✓ Strategic planning |
| ✓ Conflict resolution | ✓ Sound legal judgment | ✓ Management best practices |
| ✓ Persuasiveness | ✓ Prioritizing | ✓ Advocacy/Negotiation |
| ✓ Multicultural team player | ✓ Emotional intelligence | ✓ Storyteller |
| ✓ Resourcefulness | ✓ Project & process management | ✓ Entrepreneurial |

PROFESSIONAL EXPERIENCE

Foreign Trade Administration - Ministry of Economy & Industry, Geneva, Switzerland *2011 – present*
Israel's Foreign Trade Administration manages and directs Israel's international trade policy, with around 50 offices worldwide. Staff selection is highly competitive and nationality-neutral.

Chief of Staff - WTO Affairs *2021 – present*

- ❖ Advise the Trade Representative to the WTO on various professional matters, including ongoing WTO reform.
- ❖ Provide oversight and guidance on projects of high importance and management of staff.
- ❖ Negotiated the Fisheries Subsidies Agreement under **UN's Sustainable Development Goal (SDG) goal 14.6**.
- ❖ Negotiated the **IP waiver on the TRIPS Agreement on COVID-19** vaccines.
- ❖ Negotiating comprehensive plurilateral e-commerce initiative to cover 90% of the US\$25 trillion global market.
- ❖ Key adviser to Israel and represented its delegation at WTO's 12th Ministerial Conference in Geneva, Switzerland.
- ❖ Representing Israel in the review of the WTO's two-tier dispute settlement process.

Assistant Deputy Permanent Representative *2019 – 2021*

- ❖ Created and launched the **Trade Lecture Sessions @ the WTO**; Initiative bringing the latest academic research from the World's top Universities to the WTO. So far, **twelve sessions**, partnering with WTI of the University of Bern, Stanford Law School, Columbia Law School, the Hebrew University, and Université libre de Bruxelles.
- ❖ Successfully represented and defended Israel in its **first Arbitration proceeding** at the WTO.

Senior Counsellor Legal & Economic Affairs *2016 – 2019*

- ❖ Ensure Israel's compliance with International Trade and Economic laws and regulations through training, evaluation, and developing processes and controls.
- ❖ Represented, defended, and advocated on behalf of Israel and its stakeholder's interests in negotiations.
- ❖ Executed Israel's legal representation at the WTO and in **5 WTO dispute settlement proceedings** as third party.
- ❖ Negotiated the pending Environmental Goods Agreement (EGA), expected to eliminate tariffs in the global sustainable technologies market – valued at **US\$2.5 trillion**.
- ❖ Negotiated the dispute settlement chapter of the pending Trade in Services Agreement (TiSA) – an agreement for comprehensive services sector liberalization. OECD estimates services account for **68% of global GDP**.

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, with benefits of **US\$1 trillion a year**, by reducing costs by as much as **16.5%** for low-income countries.
- ❖ 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**.

Universidad Panamericana, Guadalajara, Mexico *2021 – present*

Associate Professor of International Commercial Law

The Universidad Panamericana School of Law is consistently considered among the three best law schools in Mexico. Along with my co-Titular Professor, Dr. Edgardo Muñoz, we teach 4th-year law students the public and private aspects of International Economic & Commercial law.

The Rodolfo Rivas Project, Geneva, Switzerland

2018 – present

Producer, creator & podcast host

Insightful conversations chronicling International Geneva and beyond. Ranked amongst the **top 10%** in the world. Now in **5th season** with over **300K downloads**. Guests: Dr. Willy Mutunga (fmr. Chief Justice Kenya), Dr. Chang-fa Lo (fmr. Constitutional Court Justice), Dr. Grethel Aguilar (Acting DG IUCN), Dr. Peter Van den Bossche (fmr. Chairman Appellate Body), Jesus Seade (Mexico's Undersecretary N. America), Petros Mavroidis (Columbia Law), Edward Kwakwa (ADG at WIPO), & Andreas Koefoed (filmmaker). Available at: [Spotify](#), [Apple](#), [Amazon](#), [Google](#), [Pandora](#), [Deezer](#) etc.

Mission of Mexico to the WTO, Geneva, Switzerland

2010 – 2011

Legal Consultant

- ❖ Represented Mexico in **4 WTO disputes** – all with a successful outcome.

World Intellectual Property Organization, Geneva, Switzerland

2007 – 2009

Legal Staff

- ❖ Managed over **250 domain name disputes** under strict deadlines.
- ❖ Assigned over **3,000 cases** to a multinational **staff of 20 lawyers**.
- ❖ Supervised and trained multinational junior legal staff.

Stewart Title Guadalajara, S.A. de C.V., Zapopan, Mexico

2005 – 2006

General Counsel

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 critical 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 **30 professional staff** members at Stewart Title's **six offices across Mexico**.

Gomez Minakata, Romero Attorneys at Law, Guadalajara, Mexico

2004 – 2005

Associate

- ❖ Prepared risk management strategy reports.
- ❖ Represented clients in **20 mediations** on financial services proceedings with a **95% success rate**.
- ❖ Created and headed the IP department.

Guevara & Guevara Attorneys at Law, Guadalajara, Mexico

2002 – 2003

Legal Staff

- ❖ Represented successfully **43 cases** 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.

EDUCATION

Saïd Business School, University of Oxford, United Kingdom

2022

Chief of Staff Executive Certification

University of London, London, United Kingdom

2019

MBA in International Management

Stanford Law School, Palo Alto, California, USA

2010

LL.M. Law, Science & Technology

Universitat d'Alacant, Alicante, Spain

2007

LL.M. in Intellectual Property (Magister Lvcentinvs)

Universidad Panamericana, Guadalajara, Mexico

2004

LL.B. (Licenciado en Derecho)

LANGUAGES

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

SELECTED PUBLICATIONS

- ❖ *Headnote on the Convention establishing the World Intellectual Property Organization*, Oxford Public International Law (OXIO) (July 2021). Available [here](#).
- ❖ *Of International Cooperation, Trade, COVID-19 and Other Demons*, *Acuerdos revista de derecho internacional*, Ministry of Commerce, Industry and Tourism (MINCIT) (December 2020). Available [here](#).
- ❖ Book review of *The Regulation of International Trade: Volume 1 GATT*, *Oxford Journal of International Economic Law* (April 2018). Available [here](#).
- ❖ Book review of *Theories of International Politics and Zombies: Revived Edition*, *Oxford Journal of International Economic Law* (December 2016). Available [here](#).
- ❖ Co-authorship with Serah Mutheu Mati, *Corporate IP protection in Cyberspace*, ABOGADO CORPORATIVO (May 2014). Available [here](#) in Spanish.

HOBBIES

I enjoy directing [short films](#), including a licensed adaptation of a Stephen King's story, writing [pieces about pop culture](#), cooking Italian cuisine with a Mexican twist, baking all kinds of bread, drifting RC cars, creating elaborate home videos, attending cinema film festivals, and watching animated films with my daughters.