Maria Lorena Flórez Rojas, PhD

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Personal overview

Colombian lawyer, with educational background in Tilburg, Netherlands (Master's) and Pisa, Italy (PhD), I bring a mixture of international legal education and practical experience. Currently working as an Assistant Professor of Law and Technology at Groningen University in The Netherlands, I have 9+ years of experience working with various stakeholders on AI initiatives, primarily in Latin America, with active involvement in the EU. My expertise lies at the intersection of AI and policy, having developed and taught courses at Los Andes University and as part of the Master's program in AI for all students in Latin America.

My professional journey is marked by a "hands-on" approach and a commitment to innovative problem-solving, evidenced by the creation of interdisciplinary courses, training and research that integrate law and technology. This is demonstrated through the creation of interdisciplinary courses, training programs, and research that integrate law and technology. I actively participated in the Colombia AI initiative and serve as a UNESCO expert, providing training on AI in the justice system across different judges in the EU. My work focuses on the impact of emerging technologies, ensuring a forward-thinking and comprehensive understanding of the legal implications of AI.

Skill Summary

- **Strategic Thinking:** Developed and improved five diverse university-level courses, demonstrating critical thinking and problem-solving skills. Successfully collaborated on funding proposals and research studies, showcasing interdisciplinary strategic thinking. For example, I am part of the research team for the JullA project, where I contribute to the writing of the handbook for judges and lead interactive lab sessions.
- **Collaboration:** Effectively work with cross-functional teams, including student services, public policy, and private stakeholders. Foster cooperation and coordination across various levels with professors and staff members. Collaborated with engineering, economics, and business programs, as well as private sector stakeholders, to build a collaborative network. For instance, I was invited to be a guest lecturer for the engineering faculty at Groningen University, where I discussed advances in AI ethics and legal approaches.
- **Advanced Legal Research and Analysis:** Conduct thorough legal research and provide in-depth analysis. My publication, "Design Thinking and Ethical Frameworks for Artificial Intelligence: A Look at Multi-Stakeholder Engagement," exemplifies my interest in not only the technical aspects of AI but also the legal implications for various groups, including individuals, society, and industry.
- **Project Management:** Manage legal projects from inception to completion, ensuring timely and efficient outcomes. For example, I successfully completed the Ethical and Legal Toolkit for AI projects in Colombia, which includes a web interface for users to conduct their own assessments of their projects.

Scuola Superiore Sant'Anna, Pisa/ **PhD cum laude in Law: Sep 2015 - Jan 2019**
Tilburg University, Tilburg/ **LLM in Law and Technology: Aug 2014 - Aug 2015**
Los Andes University, Bogotá/ **LLB in Law**: **Aug 2008 - Aug 2013**

Teaching experience

Law Faculty, undergraduate courses: Securities, Law for non- lawyers, commercial law, legaltech, Law & Tech, Constitutional law, Research Seminar, Introduction to Technology Law, Honours Programme.

Law Faculty, postgraduate programs: Contracts in the digital era and ethics of AI, Consumers and Innovation, The Law of Sustainable Technology.

Law Faculty, professional and life- long learning: Uniandes: Data protection and accountability, legal innovation, cybersecurity, digital platforms and IA for the judicial system. Coursera: Ethics of AI. UC Chile: Data protection course. UNESCO: Artificial Intelligence and the Rule of Law EJTN.

Engineering Faculty: ethics of artificial intelligence, legal issues of digital technologies.

Business Administration Faculty: Legal issues of digital marketing.

Research experience

Researcher: i) Julia project with Prof. Aurelia Colombi Ciacchi. **ii)** Ethics of AI with Pablo Arbeláez (Engineering). **iii)** Blockchain and securities with Dario Correal (Engineering). **iv)** R.I.G.H.T.S. and Health Data in the algorithmic society with Prof. Giovanni Comnadè. **v)** Civil liability of robotics with Andrea Bertolini. **vi)** Data protection and consumer law in Colombia with Prof. Nelson Remolina Angarita. **vii)** Update of book on commercial law with Prof. Marcela Castro.

Computer skills: Extensive knowledge of digital tools for teaching including, MIRO, Genially, Padlet, Quizizz, beautifulAI, Mentimeter and Microsoft Suite and Google Suite for teaching and research.

Professional Activities
Member of the ad-hoc Technical Committee to guide the development of the Global Toolkit on AI and the Rule of Law at UNESCO. 2024.
Selection Committee EU Cyber Direct Conference and peer reviewer. 2022, 2023.
Peer reviewer for International Journal of Law and Information Technology. 2021, 2024.
Peer reviewer Externado University. 2021, 2024.
Peer reviewer Artificial intelligence and law. 2023, 2024.
Member of CinfonIA research group of AI in Los Andes University. 2020-present.
Member of GECTI study group in Los Andes University. 2012-present.

Initiatives

Designing a course for Master program "LLM Law, Technology and Innovation", September 2023.

"Ethical and legal toolkit for AI projects", January 2020-September 2022. Received funding from the FAPA of Los Andes University.

Modify course "Securities in the digital era", January 2020-January 2021. Received funding from Los Andes University.

Course: "Ethics of Artificial Intelligence" within the Master program of AI, January 2021-September 2022. Received funding from COURSERA and Los Andes University.

Employment

Dec 2022- present: Assistant Professor
Groningen University, The Netherlands
Teaching different lectures at the Law Faculty such as: Research Seminar, Introduction to Technology law.

Jan 2019- Sep 2022: Assistant Professor
Los Andes University, Bogotá
Teaching different lectures at the Law Faculty such as: Securities, Law for non-lawyers, commercial law, legaltech, Law & Tech, Constitutional law and ethics for artificial intelligence. Also teaching in other departments cybersecurity law, legal issues for digital marketing, ethics of technology and data protection.

Jan 2019- Sep 2022: Director of the Group of Study Group on the Internet, Electronic Commerce and Telecommunications (GECTI)
Los Andes University, Bogotá
Responsible for the academic management of the Study Group and ensuring the teaching and learning component of the programs are delivered to the highest standards. Courses: legaltech, data protection and accountability, legal innovation, digital platforms and cybersecurity.

Jul 2013 - Jun 2014
Jan 2019- Sep 2022: Consulting lawyer
Several companies, Bogotá
Preparation and modification of privacy policies, contracts in electronic commerce and terms and conditions. Development of legal documents related to Internet Law, privacy policies and contracts in electronic commerce.

Publications (Extract)

Desafíos. (January 2023). Design thinking and ethical frameworks for Artificial Intelligence: a look at multi-stakeholder engagement. https://doi.org/10.12804/revistas.urosario.edu.co/desafios/a.12183

Revista Brasileira de Direitos Fundamentais & Justicia. (October 2022) Neuromarketing vs. freedom and autonomy of consumer decisions. https://doi.org/10.30899/dfj.v16i1.1346

Technology law and technologies for the law. (2022). Chapter V: Algorithmic determinism in Colombia: risks for user protection. Coordinator and author.Universidad de Los Andes, TEMIS. http://dx.doi.org/10.15425/2017.571

The impact of artificial intelligence tools: an analysis in the public sector in Colombia. Artificial Intelligence in Latin America and the Caribbean. (2020)
Ethics, Governance and Policies. Buenos Aires. CETyS Universidad de San Andrés.

International Journal of Law and Information Technology (ijlit) (March 2018) Are online consumers protected from geo-blocking practices within the European Union? https://doi.org/10.1093/ijlit/eay004

Managing Risk in the Digital Society (July 2017) Legal uncertainty: proposed regulation on addressing geo-blocking.
University of Cataluña & HUYGENS. ISBN 978-84-697-4474-1

Information & Communications Technology Law Review (ICT) (October 2016) Legal implications after Schrems Case: Are we trading fundamental rights? http://dx.doi.org/10.1080/13600834.2016.1239564

Certificates

Introduction to Teaching in Higher Education (2018). European University Institute. License CREDLY-15248429
Shaping the Internet: History and future (2018) Internet Society.
Digital Services eDigServ (2017) Consumer Champion Europe.
Integrated design of courses and teaching strategies (2014) Los Andes University, CIFE.

Awards

Top 10 of best evaluated professors at Los Andes University for Law & Tech course.
Research Fellow GECTI, 2012
Co-coach at the XXI International Competition for Undergraduate Law Students Theme: Artificial Intelligence and the Legal procedure.

Languages

Spanish: C2, English: C1, Italian: B1, Dutch: A1