

# THINKSMARTLAW, LEGAL BOUTIQUE BY EX-B&B AND PM PARTNERS, IS BORN

*Posted on 28/04/2021*



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**Alexander Benalal, Paula Fernández-Longoria and Borja López are the members of the new law**

## **boutique that will be specialised in Innovation, Technology and Energy**



The new firm is born as an alternative model highly specialised in particularly complex matters, very close to technology and focused on clients who have innovation in their DNA or for whom technology presents challenges and opportunities.

With offices on the 5th floor of Zurbarán 18, the boutique has established alliances with leading independent specialised law firms both in Spain and in major European markets.

Alexander Benalal (pictured right), ThinkSmartLaw managing partner stated: "Times are changing and we believe that this requires other models. We want to accompany the one-stop advice, without oversizing teams or costs, with the degree of flexibility, proximity, immediacy and trust that our clients demand from us, making them the true partners of the firm. We have eliminated all the aspects that in our experience make customer service distant and expensive so that everything revolves around what gives them value."

Likewise, the new boutique is born with the commitment to dedicate each year a part of the firm's profit to contribute directly to the visibility and defence of diversity and the Human Rights of groups that lack real equality of rights.

Alexander Benalal has more than 20 years of experience and has been a partner and head of Bird & Bird's Commercial Law and New Technologies practice in Spain and a founding member of the Madrid office of the Anglo-Saxon firm since 2005; prior to that he was a lawyer at Linklaters and worked with the Belgian Prime Minister's advisor in Brussels.

Paula Fernández-Longoria (pictured centre) is counsel at Samaniego Law, Lean Abogados and a partner at ESG consultancy Attalea Partners. She also serves as Legal officer of the crypto-asset related services company Onyze. She also was Data Protection partner at Pinsent Masons from 2018 to 2020. Paula has more than 20 years of experience in Personal Data and Cybersecurity, having developed her career, among others, at Linklaters and Gomez-Acebo & Pombo. She joins as senior advisor.

Borja López (pictured left) has been advising in the Energy sector for more than 15 years and has worked as counsel at Bird & Bird and before that at Jones Day. He knows the client-side well, having spent part of his career at GRI Renewable Energies, Solaria, X.Elio and Bow Power. Borja is an energy and infrastructure expert at the Think Tank of the Jean Monnet network, AMENET.