

# Adrian Kuenzler

## Curriculum Vitae

[September 2023]

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### Appointments:

- Oxford University, Magdalen College, United Kingdom, 2023  
*Robert S. Campbell, Jr. Visiting Fellow*
- University of Münster, Faculty of Law, Germany, 2019  
*Visiting Professor of Law*
- Universidad de San Andrés, Buenos Aires, Argentina, 2018, 2019  
*Visiting Professor of Law*
- University of Zürich, Faculty of Law, Switzerland, 2017-present  
*Assistant Professor for Competition, Intellectual Property and Corporate Law*
- Yale Law School, Information Society Project, New Haven, USA, 2016-present  
*Affiliate Fellow*

### Education:

- Yale University, Law School, New Haven, USA, May 2015  
*Doctor of the Science of Law (J.S.D.)*
- Yale University, Law School, New Haven, USA, June 2011  
*Master of Laws (all honors) (LL.M.)*
- University of Zürich, Faculty of Law, Switzerland, February 2009  
*Doctor iuris (summa cum laude)*
- University of Zürich, Faculty of Law, Switzerland, December 2004  
*Licenciatus iuris (magna cum laude)*

### Research Experience:

- Oxford University, Faculty of Law, United Kingdom, Michaelmas Term 2022  
*Academic Visitor*
- University of Münster, Institute for Information, Telecommunication and Media Law, Germany, April-June 2019  
*Visiting Research Fellow*
- Max Planck Institute for Research on Collective Goods Bonn, Germany, June 2018  
*Visiting Scholar*
- New York University, Engelberg Center on Innovation Law & Policy, USA, 2016-2017  
*Hauser Global Fellow*
- Yale University, Law School, Information Society Project, New Haven, USA, 2015-2016  
*Resident Fellow*
- Yale University, Law School, New Haven, USA, 2013-2014  
*Kauffman Economic Growth Fellow*
- ETH Zürich, Society in Science, Switzerland, 2011-2016  
*Branco Weiss Fellow*
- European University Institute, Robert Schuman Centre for Advanced Studies, Italy, 2010-2012  
*Research Associate, EU Competition Law in Legal and Historical Perspectives*
- University of Zürich, Faculty of Law, Switzerland, 2005-2008  
*Research and Teaching Assistant*

**Teaching Experience:**

- University of Zürich, Faculty of Science, Switzerland, 2020-present  
*BioMed Entrepreneurship and Innovation*
- University of Münster, Faculty of Law, Germany, 2019  
*Regulatory Framework for the Digital Economy, Information Law*
- Universidad de San Andrés, Buenos Aires, Argentina, 2018, 2019  
*Intellectual Property and Innovation Law*
- University of Zürich, Faculty of Law, Switzerland, 2017-present  
*Competition Law in the Digital Economy, Intellectual Property in the Digital Age, Law and Economics, Business Corporations*
- Yale University, Law School, New Haven, USA, 2015-2016  
*Law and Technology, Privacy, Intellectual Property Law*
- University of Zürich, Faculty of Law, Switzerland, 2005-2008  
*Law and Economics, Legal Theory, Legal Philosophy, Private Law Cases, Review of Cases in Property Law and Contracts, Review of Wills, Review of Personhood and Guardianship, Tort Law Cases*

**Legal Work Experience:**

- Attorney and Counselor at Law, New York and American Bar Associations, USA, 2012
- Legal Clerkship, Vogel Helfenstein Attorneys at Law, Zürich, Switzerland, 2009-2010
- Judicial Clerkship, Zürich District Court, Zürich, Switzerland, 2008-2009
- International Clerkship, Baker & McKenzie Attorneys at Law, Chicago/Zürich, 2002-2003
- Legal Internship, von Meiss Blum & Partners Attorneys at Law, Zürich, Switzerland, 2001-2003

**Academic Service:**

- Referee for Major Peer-Reviewed Law Journals
- Faculty Appointments Committee, University of Zürich, 2022-2023
- Independent Expert, National Science Centre Poland, 2022
- Supervisor, Graduate Dissertations, LL.M. International Business Law, University of Zürich, 2022-present
- Issekutz Prize Committee, University of Zürich, 2020-present
- Research and Development of Young Scholars Committee, University of Zürich, 2020-present
- Selection Committee, Digital Society Initiative, Excellence Programme for Ph.D. Students, University of Zürich, 2020-present
- Steering Committee, Certificate of Advanced Studies in Compliance Management, University of Zürich, 2019-present
- Competition Law Instruction for Judges, Swiss Federal Administrative Court, 2018
- Independent Expert, Netherlands Organization for Scientific Research, 2018
- Co-Organizer, Empirical Legal Research Workshop, University of Zürich, 2017-present
- Independent Expert, Society in Science ETH Zürich, 2017-present
- Ph.D. Dissertation Committee, University of Zürich, 2017, 2022 and University of Münster, 2023

Supervisor, Master Dissertations, University of Zürich, 2017-present  
Yale World Fellow Graduate Affiliate, Yale University, 2013-2014  
Co-Organizer and Referee, Annual Doctoral Scholarship Conference, Yale Law School, 2011-2014  
Senior Editor, Yale Journal on Regulation, 2010-2011  
Mid-Level Faculty Representative, Extended University Board, University of Zürich, 2006-2008  
Co-President, Association of Junior Legal Researchers, University of Zürich, 2005-2008  
Mid-Level Faculty Representative, Association of Junior Researchers, University of Zürich, 2005-2008  
Articles and Notes Editor, Review of Intellectual Property, Information and Competition Law, 2005-2008

**Memberships and Affiliations:**

American Bar Association (Antitrust, Science & Technology and IP Law Sections)  
American Law & Economics Association  
International Association of Competition Law Scholars  
Mannheim Centre for Competition and Innovation  
Oxford University, Value of Competition Programme  
SiROP, [www.sirolobal.org](http://www.sirolobal.org), Co-Founder and Board Member  
Studienkreis Wettbewerb und Innovation, Tübingen/Würzburg  
World Economic Forum, Global Future Council on the Future of the Metaverse  
Zürich University, Center for Legal Data Science  
Zürich University, Digital Society Initiative

**Grants, Awards, and Distinctions:**

Oxford University, Magdalen College, Robert S. Campbell Visiting Fellowship, 2023  
University of Münster, Karina and Erich Schumann Fellowship for Advanced International Legal Studies, 2019  
New York University School of Law, Hauser Global Scholars Award, 2016  
Yale Law School, Information Society Project Resident Fellowship, 2015  
University of Zürich, Foundation for Scientific Research Fellowship, 2014  
Yale Law School, Kauffman Economic Growth Fellowship, 2013  
ETH Zürich, Society in Science Branco Weiss Fellowship, 2011  
Young Scholar Prize of the International Association for Philosophy of Law and Social Philosophy, 2011  
Yale Law School, Graduate Fellowship, 2011  
Swiss National Science Foundation Research Fellowship, 2010  
University of Zürich, Certificate of Distinction in Teaching, 2008  
Issekutz Prize for Outstanding Achievements in the Field of Business Law, 2008  
Empiris Foundation, Dissertation Research Award, 2008  
Baker & McKenzie, International Clerkship Award, 2002

**Presentations, Workshops and Lectures (Selection):**

*Consumer Dependence: A New Form of Authority in Concentrated Markets*

Council for European Studies, University of Iceland, June 2023

*(How) Does Competition Law Address Quality?*

Academic Society for Competition Law, Athens School of Law, June 2023

*Competition Law Remedies and the DMA*

University College London, Bentham House Conference, Faculty of Laws, April 2023

*The Consumer as Constructive Antagonist*

University of East Anglia School of Law, Centre for Competition Policy, April 2023

*Competition Law as a Catalyst for Collective Market Governance*

Oxford University Centre for Competition Law and Policy, November 2022

*From Consumer Sovereignty to Consumer Dependence*

Amsterdam Centre for European Studies, University of Amsterdam, August 2022

*Relative Market Power – Significance of the Revised Provisions on Abuse of Dominance for the Digital Economy*

Studienvereinigung Kartellrecht, Center for the Law of Innovation and Competition, University of Bern, October 2021

*Algorithmic Market Activity*

Academic Society for Competition Law, Center for Intellectual Property and Competition Law, University of Zürich, May 2021

*The Fourth's Estate*

Faculty Workshop, Center on Law and Information Policy, Fordham Law School, April 2021

*Redistribution through Antitrust and Consumer Law*

Inframarginalism and Internet Conference, University of Kentucky Rosenberg College of Law, February 2021

*Competition and Intellectual Property Law on the Cusp of the Intangible Economy*

University College London, Faculty of Laws, April 2020

*EU Competition and Intellectual Property Law on the Verge of the Fourth Industrial Revolution*

Yearbook of European Law, Annual Law and Policy Conference, SciencesPo, January 2020

*Facebook Under Investigation: Can Antitrust Law Accommodate Consumers' Privacy Concerns?*

Yale Law School, Information Society Project, September 2019

*Developments in EU Competition and Data Protection Law*

Universidad de San Andrés, Buenos Aires, August 2019

*Digital Platforms and the New General Data Protection Regulation*

University of Münster, June 2019

*Protecting Competition in the Digital Economy – New Challenges*

University of Zürich, Inaugural Lecture, February 2019

*Competition Law as Information Law*

Swiss Federal Administrative Court, September 2018

- Incentive Theory and Intellectual Property Law's Negative Space*  
Universidad de San Andrés, Buenos Aires, August 2018
- Dilution Law, Vertical Agreements, and the Construction of Consumption*  
LawEcon Workshop, Graduate School of Economics, Law Faculty and Max Planck  
Institute for Research on Collective Goods Bonn, November 2016
- The Psychology of Distributed Capitalism*  
ETH Zürich, November 2016
- Advertising and Consumer Sovereignty*  
New York University School of Law, October 2016
- Promoting Access over Ownership: Realigning Antitrust and Intellectual Property Law to  
Usher in an Era of Collaborative Consumption*  
Yale Law School, Information Society Project, September 2015
- The Market Access Doctrine in Antitrust and Intellectual Property Law*  
Yale Law School, August 2015
- The Construction of Consumer Preferences*  
ETH Zürich, November 2014
- Legal Implications of the Psychological Effects of Capitalism*  
Yale Law School, November 2014
- Nurturing the Genius of Tomorrow*  
ETH Zürich, New York, May 2014 (with Prof. Kurt Wüthrich, Jennifer Rupp, and Eva  
Sediva)
- The Rule of Law and Legal Certainty in Competition Law*  
Friedrich-Alexander University Erlangen-Nürnberg, February 2014
- Behavioral Law and Economics*  
Yale Law School, December 2013
- The New Behavioral Economics: Insights Into the Nature of Consumer Preferences*  
ETH Zürich, November 2013
- The Construction and Consumption of Identity*  
Yale Law School, November 2013
- Environmental Law and Behavioral Economics*  
Law and Market Behavior (LAMB), University of Notre Dame, April 2013
- The New Behavioral Economics: Evolving Preferences, Social Norms, and Knowledge  
Commons in Imperfect Markets*  
Berkman Center for Internet & Society, Harvard University, December 2012
- Incentive Theory and Intrinsic Motivation*  
ETH Zürich, Lucerne, November 2012
- When Do Extrinsic Rewards Reduce Intrinsic Motivation?*  
Yale Law School, November 2012
- Legal and Economic Communities*  
Yale Law School, November 2012
- Commercial Models and Transplants*  
Yale Law School, December 2011
- Legal Implications of the New Behavioral Economics: Conducting a Cost-Benefit Analysis*  
ETH Zürich, November 2011

*The Jurisprudence of Welfare Maximization, Young Scholar Prize Lecture of the 25th World Congress of Philosophy of Law and Social Philosophy*

Goethe University Frankfurt am Main, August 2011

*The Influence of National Competition Policies on EU Competition Law and the Influence of EU Competition Law on National Competition Law Thinking*

European University Institute Florence, June 2010

*Economic Content of Competition Law: The Point of Regulating Preferences*

University of Bonn, May 2010

*The 'More Economic Approach' in Art. 81 and 82 of the EC Treaty*

University of Tübingen, November 2009

*Economic Foundations of the 'More Economic Approach'*

University of Tübingen, February 2009

*Economic Approach in Competition Cases*

Geneva, September 2008