GARRIGUES



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EU and Antitrust Law
Administrative and Constitutional Law
Intellectual Property
Life Sciences and Healthcare
Sports

Juan Santiago currently works as an associate in the Antitrust and Litigation practice at the Bogotá office, where he focuses his practice on antitrust law, litigation, administrative law, intellectual property, consumer law and data protection. He has advised companies and public entities on matters related to restrictive competition practices, unfair competition, the design and implementation of compliance programmes, consumer protection, administrative litigation proceedings, intellectual property disputes, as well as the review and negotiation of contracts. In addition, he has participated in the analysis of corporate transactions from the perspective of competition law and merger control in Colombia.

Experience

He joined Garrigues in 2025 and has extensive experience in matters related to restrictive competition practices, competition compliance programmes, unfair competition litigation, administrative litigation proceedings and intellectual property disputes.

He has advised companies operating in the pharmaceutical, sports, hydrocarbons, tourism and hospitality, fintech, e-commerce, gambling, private security and the public utilities sectors, as well as various industry and trade associations.

Academic background

- Lawyer, Universidad Externado de Colombia (Bogotá, Colombia)
- Legal English course, Pontificia Universidad Javeriana (Bogotá, Colombia)

Publications

- Author of the article “¿Qué sucede con la distancia entre farmacias?”. Published in Asuntos Legales. February 2025.
- •Co-author of the chapter “Indicaciones Geográficas”. In Derecho de la Propiedad Intelectual. Marco jurídico y estrategias de protección. Volume II. Asociación Cavelier del Derecho. January 2025.
- Author of the chapter “Marcas sui generis”. In Derecho de la Propiedad Intelectual. Marco jurídico y estrategias de protección. Volume I. Asociación Cavelier del Derecho. January 2025.
- Author of the article “Programas de cumplimiento en derecho de la competencia”. Published in Asuntos Legales. July 2024.
- Author of the article “A propósito de la Marca País”. March 2024.
- Author of the article “MusicLM el modelo de inteligencia artificial que desafía los derechos de autor”. Published on the Blog of the Intellectual Property Department of Universidad Externado de Colombia. March 2023.