

## Jeffrey Greenbaum

Partner

Rome

### Biography

Jeffrey Greenbaum capitalizes on his international financial regulatory background to assist clients in operating effectively in the evolving European and Italian financial regulatory landscape.

In his practice, Jeffrey Greenbaum interacts daily with financial regulators in developing and interpreting financial regulation. Recognized as a leader in European and Italian financial regulation, Jeffrey Greenbaum provides assistance across the broad spectrum of financial regulations including the areas of mutual funds, payment services, investment services, banking regulation and insurance.

With his experience in the area and his understanding of the whys and wherefores of international financial regulatory developments, Jeffrey proactively guides his clients before new regulations enter into effect. He makes sure that the voice of his clients is heard in developing legislation. And, when necessary, helps clients effectively deal with regulations that may be challenging for them. Jeffrey works for his clients with regulators at the pre-legislation phase, consultation phase, upon implementation and has also successfully represented clients in modifying problematic provisions of existing legislation.

Given his standing in the industry, Jeffrey has been able



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### Languages

English  
Italian

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### Practices

Investment Funds  
Insurance

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### Industries

Financial Institutions

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### Areas of focus

Anti-money Laundering

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to offer roundtables for his clients with representatives of all the major financial regulators in Italy. Jeffrey is qualified in Italy, the United Kingdom and the United States. He participated as an invited guest of the European Commission in its private placement workshops in Brussels.

He clerked for the President of the Italian Constitutional Court from 1985 to 1987 and has occupied the most important positions – including Chairman – in the International Financial Services and Products Committee within the International Law Section of the American Bar Association.

## Representative experience

Assisting Barclays with respect to regulatory issues arising from acquisition of credit card business of primary investment bank.

Assisting FMS Wertmanagement on the Italian financial institutions aspects of the transfer (and on-going management) of risk assets and non-strategic business units from a real estate group.

Advising leading custodian banks and prime brokers on the AIFMD and negotiations with representatives of the Bank of Italy, Italian Ministry of Finance, European Council and European Commission.

Representing the largest online payment system in its relationship with the Italian authorities on changing payment service, financial intermediary and AML legislation.

Advising Amundi IS, a French company (joint asset management company Crédit Agricole/Société Generale), with its initial listing of Amundi ETFs on the Italian stock exchange.

Advising a payment service provider in liaising with European authorities on Payment Services Directive II.

Analysis of the payment services legal framework,

## Education and admissions

### Education

J.D., La Sapienza Law School, Rome, 1996

LLM, international, comparative and European law, European University Institute, Florence, 1985

J.D., University of Michigan, cum laude, 1984

A.B. magna cum laude, Hons Phi Beta Kappa, Brown University, 1981

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### Memberships

Bretton Woods Committee

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### Bar admissions and qualifications

Pennsylvania

Italy

Solicitor, England and Wales

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### Accolades

"He is a very effective lawyer and is able to combine civil and public law with banking regulation."

*Chambers Europe 2018*

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"His international experience provides a very useful perspective in helping companies approach Italian and international regulatory

including the new payment services introduced under the PSD2, with specific reference to the account information service.

Advising an international company in relation to an innovative mobile payment solution allowing users to pay using their smartphones and watches.

Assistance concerning the Italian financial regulatory aspects relating to the transfer of the Italian portfolio of assets, including derivatives and financing agreements.

Assisting the banking resolution authority of the Eurozone with respect to the two Italian banks: Banca Popolare di Vicenza S.p.A. and Veneto Banca S.p.A.

Assisting major money transfer provider in redefining its organisational, compliance structures given the PSD and with regulators abrogating tax on non-EU money transfers.

## Awards and rankings

- Leading individual, *Who's Who Legal*, 2019
- Band 1: Banking and Finance, 2019
- Tier 2 for Banking and Finance: Regulatory, *Legal 500 EMEA*, 2019
- Band 2 for Banking & Finance: Financial Services Regulation, *Chambers Global & Chambers Europe*, 2019
- Band 3: Compliance, *Chambers Europe*, 2019
- Jeffrey Greenbaum is ranked as recommended lawyer, *Chambers and IFLR*.
- Jeffrey Greenbaum's team won the Fintech team of the year and the Legalcommunity Awards, 2019

## Latest thinking and events

- Hogan Lovells Engage
  - EBA Report on the impact of FinTech on payment institutions and e-money institutions business

environments."

*Chambers Europe 2018*

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"Mingling a good understanding of the Italian market with American realism", Jeffrey Greenbaum interacts daily with financial regulators in developing and interpreting financial regulation.

*Legal 500 2018*

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## models

- Hogan Lovells Engage
  - EBA annual report: actions taken during the last year and next steps
- Hogan Lovells Engage
  - Italy issues new warning on virtual assets
- Hogan Lovells Engage
  - No-deal Brexit: Italy introduces transitional measures
- Hogan Lovells Publications
  - Italy's Supreme Criminal Court holds IBLOR fronting structures illegal *Lev Fin Spin*
- ■ Paris Brexit Seminar