



Fiorella Zumaeta

Contact

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Practices and Sectors

- Competition/Antitrust and Merger Control
- Consumer Protection
- Data Protection
- Fintech
- Telecommunications
- Unfair Competition and Advertising

Profile

Fiorella joined the firm in 2018 as an associate and has been a partner since 2022. Her practice focuses on competition law, with a particular emphasis on free competition, merger control, unfair competition, consumer protection and the removal of bureaucratic barriers, as well as regulatory advice, administrative law and personal data protection.

Studies:

- Master of Laws (LL.M.), New York University (2014).
- Lawyer, Universidad Nacional Mayor de San Marcos (2009).

She speaks Spanish and English, and she also has knowledge of French.

Experience

Fiorella has extensive experience advising and representing clients before administrative authorities in proceedings related to antitrust, merger control, unfair competition, consumer protection, and the elimination of bureaucratic barriers. Throughout her practice, she has been involved in matters concerning both regulated and unregulated sectors, including telecommunications, energy, transportation, commerce, food, healthcare, education, and other industries.

She has also participated in the preparation of reports on sector-specific regulation, as well as on the legality and reasonableness of regulatory measures, and has been involved in the development of public policies affecting various markets. In addition, she has implemented compliance programs and delivered training to companies on antitrust, unfair competition, consumer protection, and personal data protection matters.

She worked at Peru's competition authority (INDECOPI), where she drafted proposed decisions and binding precedents on matters including market access, antitrust, antidumping and countervailing duties, unfair competition, non-tariff barriers, consumer protection, and insolvency law. She was also part of a leading boutique competition law firm, where she led numerous administrative proceedings and advisory engagements before regulatory authorities.

Academic and Publishing Collaborations

Fiorella serves as a lecturer in the graduate studies program at Universidad Nacional Mayor de San Marcos and previously worked as an adjunct professor at Universidad del Pacífico. She has also taught courses and modules on economic administrative law, consumer protection, unfair competition, regulation, elimination of bureaucratic barriers, and law and economics.

She has participated as a speaker, panelist, and moderator at academic and professional forums on merger control, antitrust, regulatory impact assessment, administrative law, economic regulation, and the elimination of bureaucratic barriers.

Her publications include works on alliances and mergers, bureaucratic barriers, competition, regulation, regulatory impact assessment, and administrative law, published in specialized academic journals and professional publications.

Professional Organisations

- International Bar Association (IBA).
- Lima Bar Association (CAL).

Awards and recognition

- Women in Business Law Awards 2025, "Antitrust/Competition Lawyer of the Year".
- Chambers and Partners, Competition, 2026.
- Chambers and Partners, Consumer Law, 2026.
- Legal 500, Next Generation Partner, Competition and Data Privacy, 2026.
- Leaders League, Highly Recommended, Data Protection and Telecommunications Law, 2026.