

RORY VAN LOO

Associate Professor of Legal Studies and Business Ethics
The Wharton School, University of Pennsylvania
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EDUCATION

Yale University

Ph.D. in Law, with Distinction

Harvard Law School

J.D., *magna cum laude* (top 10% of class)

- *Harvard Law Review*, Senior Editor; Irving Oberman Memorial Award in Bankruptcy Law; Chayes International Public Service Fellowship
- *Teaching Assistant*, Negotiation Workshop

Pomona College

B.A., Science, Technology, and Society (focus on Computer Science), *magna cum laude*

- Valedictorian, Phi Beta Kappa, Sigma Xi, Jaeger Mathematics Award

WORK EXPERIENCE

The Wharton School, University of Pennsylvania

Visiting Professor, 2025 – present

Harvard Law School

Associate Faculty, Berkman-Klein Center, 2024 – present

Visiting Professor, 2024

Lecturer, 2011 – 2013

Yale Law School

Affiliate Fellow, Information Society Project, 2016 – present

Resident Fellow, Information Society Project, 2014 – 2016

Boston University School of Law

Professor, 2021 – present (currently on leave)

Associate Professor, 2016 – 2021

Consumer Financial Protection Bureau

Implementation Team Member, 2011

- Served on the team that set up the CFPB, as a senior advisor for Big Bank Supervision

McKinsey & Co.

Engagement Manager, 2009 – 2011; *Associate*, 2007 – 2009

Conducted empirical studies in mergers and acquisitions, finance, marketing, and organizational design for multinational corporations

SCHOLARSHIP

A Public Calling for Private Employees, **Virginia Law Review** (forthcoming)

Consumer Agents, **Washington University Law Review** (forthcoming)

Anticompetitive Directors, 125 **Columbia Law Review** 1939 (2025) (with Mark Lemley & Lane Miles)

Legislating for the Future, **92 University of Chicago Law Review** 375 (2025) (with Jonathan Gould)

Against Monetary Primacy, **119 Northwestern University Law Review** 1483 (2025) (with Yair Listokin)

Foundations for Platform Liability, 100 **Notre Dame Law Review** 1137 (2025) (with Kathryn Spier)

Amazon's Pricing Paradox, 37 **Harvard Journal of Law & Technology** 1 (2024) (with Nikita Aggarwal)

Privacy Pretexts, 108 **Cornell Law Review** 1 (2023)

Inflation, Market Failures, and Algorithms, 96 **Southern California Law Review** 825 (2023)

The Public Stakes of Consumer Law: The Environment, the Economy, Health, Disinformation, and Beyond, 107 **Minnesota Law Review** 2039 (2023)

Stress Testing Governance, 75 **Vanderbilt Law Review** 553 (2022)

Federal Rules of Platform Procedure, 88 **University of Chicago Law Review** 829 (2021)

The New Gatekeepers: Private Firms as Public Enforcers, 106 **Virginia Law Review** 467 (2020)

The Revival of Respondeat Superior and Evolution of Gatekeeper Liability, 109 **Georgetown Law Journal** 141 (2020)

In Defense of Breakups: Administering a "Radical" Remedy, 105 **Cornell Law Review** 1955 (2020)

Regulatory Monitors: Policing Firms in the Compliance Era, 119 **Columbia Law Review** 369 (2019)

Digital Market Perfection, 117 **Michigan Law Review** 815 (2019)

The Missing Regulatory State: Monitoring Businesses in an Age of Surveillance, 72 **Vanderbilt Law Review** 1563 (2019)

Broadening Consumer Law: Competition, Protection, and Distribution, 95 **Notre Dame Law Review** 211 (2019)

Making Innovation More Competitive: The Case of Fintech, 65 **UCLA Law Review** 232 (2018)

Rise of the Digital Regulator, 66 **Duke Law Journal** 1267 (2017)

The Corporation as Courthouse, 33 **Yale Journal on Regulation** 547 (2016)

Helping Buyers Beware: The Need for Supervision of Big Retail, 163 **University of Pennsylvania Law Review** 1311 (2015)

A Tale of Two Debtors: Bankruptcy Disparities by Race, 72 **Albany Law Review** 231 (2009)

HONORS, AWARDS, AND GRANTS

14th Most-Cited Legal Scholar (8th adjusted for co-authorship), The Top 100 Legal Scholars of 2024, Legal Reference Services Quarterly, 2025

Dean's Scholarship Award, Boston University School of Law, 2024

Honorable Mention, Environmental Law and Policy Annual Review Award, 2020

Selected for Journal of Things We Like (Lots), 2017, 2018 & 2020

Harvard/Stanford/Yale Junior Faculty Forum, 2017 & 2018

Peter Paul Career Development Professorship, 2017