

## **RORY VAN LOO**

Visiting Professor of Legal Studies and Business Ethics  
The Wharton School, University of Pennsylvania  
3730 Walnut Street, Philadelphia, PA 19104  
vanloo@upenn.edu

### **EDUCATION**

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#### **Yale University**

Ph.D. in Law, with Distinction

- Dissertation: *The Law of Consumer Markets*
- Committee: Daniel Markovits (Chair), Ian Ayres, and Anne Alstott

#### **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**

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#### **Harvard Law School**

*Associate Faculty, Berkman-Klein Center*, 2024 – present

*Visiting Professor*, 2024

*Lecturer*, 2011 – 2013

#### **Boston University School of Law**

*Professor*, 2021 – 2025 (currently on leave)

*Associate Professor*, 2016 – 2021

#### **Yale Law School**

*Affiliate Fellow, Information Society Project*, 2016 – present

*Resident Fellow, Information Society Project*, 2014 – 2016

#### **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

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*Anticompetitive Directors*, **Columbia Law Review** (forthcoming with Mark Lemley & Lane Miles)  
*Legislating for the Future*, **University of Chicago Law Review** (forthcoming with Jonathan Gould)  
*A Public Calling for Private Employees*, **University of Virginia Law Review** (forthcoming)  
*Against Monetary Primacy*, **Northwestern University Law Review** (forthcoming with Yair Listokin)  
*Foundations for Platform Liability*, **Notre Dame Law Review** (forthcoming with Kathryn Spier)  
*Unequal Ownership*, **Boston University Law Review** (forthcoming with Ofer Eldar)  
*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

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

**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**