

Jeffrey Greenbaum

Partner
Rome

Biography

Recognized as a leader in European and Italian financial regulation, Jeffrey Greenbaum provides assistance on a broad spectrum of financial regulations including the areas of fintech, digital assets, AML, payment services, investment services, investment funds, banking regulation and insurance.

Head of the Financial Services Regulatory practice in Italy, Jeffrey capitalizes on his international financial regulatory background to assist clients in operating effectively in the evolving European and Italian financial regulatory landscape.

Jeffrey interacts daily with financial regulators in developing and interpreting financial regulation.

With his real-world 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 and 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 to offer roundtables for his clients with representatives



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Languages

English
Italian

Practices

Digital Assets and Blockchain
Financial Services
Investment Funds

Industries

Financial Institutions
Private Capital
Insurance

Areas of focus

of all the major financial regulators in Italy. 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.

Jeffrey is constantly listed in top-tier rankings of prominent legal directories, such as Chambers & Partners and The Legal 500.

Representative experience

Assistance to Paysafe Payment Solutions Limited in the registration procedure with Organismo Agenti e Mediatori (OAM) in Italy as virtual assets service provider (VASP)

Assistance to a leading digital bank operating in Italy through a branch in relation to a Bank of Italy sanctioning procedure for AML violations

Assistance to a leading Luxembourg credit institution in various e-money and payment services regulatory aspects and in regulatory issues related to the offering of consumer credit in Italy

Assistance to MFS Investment Management Company (Lux) S.à r.l. in the marketing in Italy of more than 300 share classes of the MFS meridian Funds – a Luxembourg SICAV

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

Assistance to a EU e-money institution providing innovative e-money and payment services through a mobile app

Assistance to leading custodian banks and prime brokers on the AIFMD and negotiations with representatives of the Bank of Italy, Italian Ministry of

Anti-money Laundering

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

Memberships

Bretton Woods Committee

Bar admissions and qualifications

Pennsylvania

Italy

Solicitor, England and Wales

Accolades

"Jeffrey Greenbaum has an incredible ability to manage complex matters and clearly has a deep knowledge of the law."

Chambers FinTech Legal, Italy, 2025

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

Assistance to a UK bank in the regulatory aspects related to its authorisation by the Bank of Italy as a third country branch. This was the first Brexit TCB authorisation issued by the Bank of Italy.

Assistance to DeA Capital Real Estate SGR in the regulatory and compliance issues related to operating activities

Awards and rankings

- Band 2 in B&F: Financial Service Regulation, *Chambers Global*, 2016-2023
- Band 2 in Fintech, *Chambers Europe*, 2022-2024
- Band 3 in Compliance, *Chambers Europe*, 2019-2023
- Hall of Fame, B&F: Bank Regulatory, *The Legal 500 EMEA*, 2022-2023
- Leading Individual, Investment Funds, *The Legal 500 EMEA*, 2023
- Band 2 in B&F: Regolamentazione bancaria, *TopLegal Review*, 2021
- Jeffrey Greenbaum's team won the Fintech team of the year and the Legalcommunity Awards, 2019

Latest thinking and events

- News
 - The Payments Newsletter including Digital Assets and Blockchain, December 2024
- News
 - Payments Conference 2024
- News
 - The Payments Newsletter including Digital

Assets and Blockchain, November 2024

- ■ Payments Conference 2024
- News
 - Implementation of the Markets in Crypto-assets Regulation (MiCAR): A Jurisdictional Comparison
- News
 - The Payments Newsletter including Digital Assets & Blockchain, October 2024