



## Michael R. Guerrero

**Partner**  
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Michael (Mike) Guerrero advises companies on consumer protection and consumer financial services, covering traditional credit products, such as credit cards and installment loans, as well as innovative offerings, including earned wage access and buy now, pay later programs. Mike provides advisory services to clients regarding a variety of consumer products including personal property credit sales, leases, and rent-to-own arrangements. Additionally, he advises clients in connection with solar energy sales, leasing and financing. He also counsels on home improvement financing, door-to-door sales, telemarketing compliance, and subscription products.

Mike has extensive experience helping clients throughout the consumer credit product lifecycle, from product conceptualization to licensing, advertising, and collections. He works with banks, professional sports teams, FinTech companies, consumer goods retailers, and automotive finance firms. Mike also supports diligence for consumer companies, whether as they vet service providers or potential acquisition targets.

Mike regularly counsels clients on the Truth in Lending Act (TILA), the Fair Credit Reporting Act (FCRA), the Electronic Funds Transfer Act (EFTA), the Equal Credit Opportunity Act (ECOA), the Telephone Consumer Protection Act (TCPA), prohibitions on unfair, deceptive or abusive acts and practices (UDAAP), UCC Art. 9, Consumer Financial Protection Bureau guidance, and various Federal Trade Commission rules, including the Holder Rule and Credit Practices Rule, as well as state lending, retail installment sales, and home improvement financing laws.

Prior to joining Hinshaw, Mike practiced in-house helping a start-up mortgage lender obtain licenses. He also managed licenses and examinations for a publicly traded debt buyer. Additionally, Mike played a key role in launching a 50-state retail installment sales product with a payroll deduction repayment mechanism. He co-led the Fintech and Payments Solutions team at a national law firm as well.

### Professional Affiliations

- California Lawyers Association
  - Business Law Section: Consumer Financial Services Committee, Co-Chair, October 2021 – October 2022; November 2019 – November 2020; Vice-Chair, 2020 – 2021

### Practices

Consumer Financial Services  
Regulatory and Compliance  
Counseling  
The Telephone Consumer  
Protection Act

### Industries

Automotive Finance  
Banking & Finance

### Education

J.D., *cum laude*, California  
Western School of Law, 2012  
B.S., *cum laude*, Arizona State  
University, 2009

### Admissions

California



## Honors & Awards

- Professional
  - Recognized by *The Legal 500* for Finance – Financial Services Regulation, 2024; Finance – Fintech, 2024
  - Named "Highly Regarded" by *IFLR 1000* for Banking and Finance, 2024
  - Selected by his peers for inclusion in *Best Lawyers: Ones to Watch* for Communications Law, 2021 – 2022
- Academic
  - California Western School of Law
    - Academic Achievement Award in "Legal Skills I"
    - Dean's List
    - Faculty Award for Contributions to the Law School
    - Faculty Award for Outstanding Law Review Article
    - National Order of Scribes

## Presentations

- Moderator, "Here Today, Gone Tomorrow: The CFPB's Buy Now, Pay Later Interpretive Rule and the Current State of BNPL Regulation," American Bar Association, Business Law Section, Consumer Financial Services Committee Winter Meeting CLE, Denver, Colorado, January 24, 2025
- Panelist, "Has the CFPB Offered Simpler Rules of the Road? Successes and Challenges with the CFPB's Rulemaking and Non-Rulemaking Efforts During the Biden Administration," American Bar Association Consumer Financial Services Committee Winter Meeting, Santa Barbara, California, January 8, 2024
- Panelist, "Buy Now, Pay Later: Risks and Rewards," American Bankers Association Risk and Compliance Conference, San Antonio, Texas, June 2023
- Moderator, "Got Junk? What You Need to Know About Fees," Consumer Bankers Association Live Conference, Las Vegas, Nevada, March 28, 2023
- "TCPA Developments," NAFCU Regulatory Compliance & BSA Seminar, Louisville, Kentucky, September 2022
- "Point-of-Sale Financing," California Lawyer Association's Consumer Financial Services Committee, Virtual Event, July 28, 2021
- Co-Presenter, "TCPA Compliance Issues and the Impact of the Supreme Court Decision," MBA Education Program, Virtual Event, April 15, 2021
- "California's New Consumer Financial Protection Law (CFPL): A Look at the California Department of Financial Protection and Innovation's (DFPI's) Implementation Plans," Podcast featuring Bret Ladine, General Counsel of the California DFPI, November 19, 2020
- Panelist, "California Ramps Up Its Consumer Financial Protection Laws: What You Need to Know, With Special Guests Richard Cordray and Bret Ladine, General Counsel of the California DFPI," Webinar, September 29, 2020
- Panelist, "Compliance School," CFSA 2019 Annual Conference and Expo, Miami, Florida, March 20, 2019

## Publications

- "Buy Now, Pay Later in an Era of Increased Scrutiny and Economic Headwinds," *American Bankers Association Risk and Compliance Magazine*, March/April 2024
- Co-Author, "California Consumer Financial Services: 2020 Legislative Review," California Lawyers Association, *Business Law News*, December 2020.
- Co-Author, "California Supreme Court: High-Interest Loans May Be Subject to Price Unconscionability Attack," *Client Alert*, August 17, 2018
- Co-Author, "California Supreme Court to Decide Key Finance Lender Law Usury and Unconscionability Issue," *Client Alert*, August 17, 2017



- Co-Author, "Dish Network Liable for \$61 Million in Treble Damages for Service Provider's TCPA Violations," *Client Alert*, May 31, 2017
- Co-Author, "The CFPB is Under Siege by all Three Branches of the Government," *The Hill*, February 17, 2017
- Co-Author, "CFPB Continues Work on Student Loan Payback Playbook Disclosures," *Client Alert*, February 1, 2017