

Future Leader Competition

Vuk Leković
Counsel



Celebrating Continued Excellence: Gecić Law in the 2025 Lexology Future Leaders – Competition: Future Leader Vuk Leković

In 2025, Gecić Law is proud to continue highlighting the achievements of Vuk Leković. This year he was named a **Future Leader Competition** in the [Lexology Index](#) (the successor to Who's Who Legal), reflecting his reputation as one of the region's rising competition law experts. In June 2025, Vuk was promoted to Counsel, recognizing his outstanding contributions in Competition Law, EU law and the firm's fast-growing sports and AI practices. These honors underscore Vuk's leadership and the firm's commitment to excellence in dynamic fields.

Expertise in Competition Law

Vuk's deep competition law expertise continues to drive client success. Building on his background at Serbia's Competition Commission and National Bank, he remains at the forefront of complex antitrust matters across the Western Balkans. In recent years, he has advised on significant multi-jurisdictional merger-control proceedings and high-stakes disputes, helping secure favorable outcomes for clients in regulated sectors. Victories in [Bosnia and Herzegovina](#) and [North Macedonia](#) clearly exemplify his exceptional work. These achievements reinforce his reputation as a trusted advisor for navigating intricate competition challenges and underline his ability to deliver innovative and effective solutions in dynamic markets.

Emerging Practices & Thought Leadership

Beyond core competition work, Vuk has continued to expand into emerging practice areas. Most notably, in May 2025 Gecić Law launched a dedicated [Sports Law practice](#), with Vuk at its helm. Having led many of the firm's sports-related matters, he brings extensive experience to this role as a seasoned competition law expert who has long been at the forefront of the firm's sports law cases and initiatives. Under his leadership, the Sports Law team advises athletes, clubs, leagues and media companies on governance, media and broadcasting rights, player contracts and regulatory compliance, leveraging the firm's competition and IP expertise to address sports industry issues. Vuk's passion for sports law (first noted last year) now finds formal expression in this new practice group, further diversifying his portfolio.

Meanwhile, Vuk remains deeply engaged in technology-driven aspects of competition law. He regularly speaks on AI-driven competition issues and other digital matters as part of Gecić Law's thought leadership efforts. For example, he co-authored the Serbia chapter of the [ICLG Competition Litigation 2025 guide](#), providing a detailed overview of Serbian competition litigation practice. His insights help clients navigate evolving challenges in AI and digital markets. In all these ways, Vuk combines innovative thinking with regulatory know-how, mentoring younger associates and driving innovation at the intersection of competition law, AI and sports.

Gecić Law congratulates Vuk on his continued success. His Lexology Future Leaders recognition and new leadership roles attest to his expertise and our firm's culture of excellence. We look forward to his further contributions to competition practice and emerging fields in Serbia, the Western Balkans and beyond.

About Lexology Index – Future Leaders

Lexology's Future Leaders rankings are based on independent, rigorous research of professionals under 45 and recognize the next generation of top legal talent. Being named a Future Leader in Competition places Vuk among the most highly regarded young competition lawyers globally. This accolade – together with his promotion and client victories – underscores Gecić Law's commitment to fostering excellence, innovation and thought leadership in competition, digital markets, sports and related areas.

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