



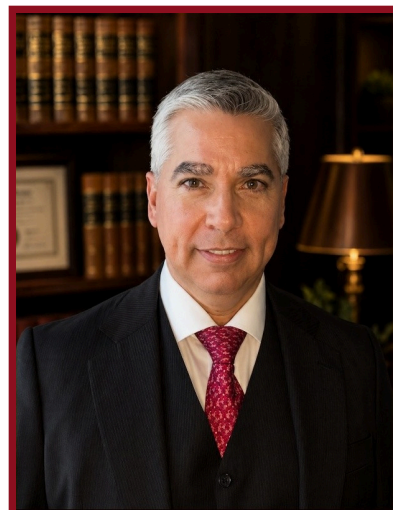
ASESORES EN DERECHO Y ECONOMÍA, S.C.

MARIO EMILIO GUTIÉRREZ CABALLERO

FOUNDING PARTNER

Antitrust · Regulation · Legal-Economic Analysis · Strategy

Law-and-economics boutique for sensitive competition, regulatory and market-access decisions.



30+

YEARS OF EXPERIENCE

60

LAWYERS LED

3,000+

MATTERS OVERSEEN

OECD · APEC

INTERNATIONAL LEADERSHIP

EXECUTIVE PROFILE

Lawyer with more than 30 years of experience across private practice, public service and academia. His practice integrates antitrust, regulation and legal-economic analysis to anticipate risk, assess market effects and build defensible strategies for complex business and institutional decisions. He has led large legal organizations, participated directly in structural reforms and represented Mexico before the OECD and APEC.

SELECTED EXPERIENCE & LEADERSHIP

ASDEC | Founding Partner

Specialized law-and-economics advice on antitrust, regulation, merger control, regulated markets and strategic defense.

Autonomous University of Nuevo León | General Counsel (2019-2026)

Led a 60-lawyer team and representation in more than 3,000 matters; oversaw strategic transactions and projects.

CONAMER-COFEMER | National Commissioner (2015-2018)

Presidential appointee. Promoter and principal drafter of Mexico's constitutional reform and General Better Regulation Law; negotiator of the USMCA Good Regulatory Practices Chapter.

Ministry of Economy | Director General (2012-2015)

Principal drafter of Mexico's 2014 Federal Economic Competition Law.

Private practice

Founding partner of Gutiérrez-Guerrero Law Firm; formerly an associate at Sánchez-DeVanny and Baker McKenzie, practicing corporate, regulatory, transactional and antitrust law.

CORE PRACTICES

- Antitrust and merger control
- Regulated markets and market access
- Legal-economic analysis
- Specialized litigation and regulatory defense
- Regulatory improvement and rulemaking design
- Strategy in complex matters

SIGNATURE CREDENTIALS

- Principal drafter of Mexico's 2014 Federal Economic Competition Law.
- Promoter and principal drafter of the constitutional reform and General Better Regulation Law.
- Negotiator in the USMCA, Pacific Alliance and CPTPP.
- Mexico's representative and Bureau member, OECD Regulatory Policy Committee.
- Chair of the Regulatory Reform Group, APEC Economic Committee.

EDUCATION

- LL.M., University of Cambridge
- Magister Juris, University of Oxford
- LL.M., Tulane University
- Master's in Administrative Law and postgraduate specialization in constitutional relief (amparo), Universidad Panamericana
- LL.B., Autonomous University of Nuevo León - first in class
- Doctorate in Law, UANL - in progress

ACADEMIA & PUBLICATIONS

- Tenured professor, UANL School of Law and Criminology, since 2008.
- Author, Elements of Economic Competition Law, Tirant lo Blanch (2025; published in Spanish).
- Native Spanish; fluent English.