Pérez-Llorca

Patricio Martínez Osorio

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Practices and Sectors

- Antitrust
- Data Protection and Cybersecurity

Profile

Patricio leads Pérez-Llorca's Mexican Competition/Antitrust and Data Protection, AI & Cybersecurity practices. With over 20 years of experience, is trusted by leading US and EU law firms to handle the Mexican leg of complex cross-border mergers, investigations, and compliance projects, and to coordinate multi-jurisdictional strategies across Spanish-speaking countries. He is particularly recognized for his work in complex merger control, having advised on numerous high-profile transactions that required navigating Mexico's pre-merger notification regime, managing parallel reviews in multiple jurisdictions, and addressing sophisticated substantive and procedural issues before the Mexican competition authorities. He leverages legal technology to enhance the efficiency and precision of complex merger reviews, regulatory compliance assessments, and cross-border coordination strategies. His expertise extends to designing comprehensive privacy governance frameworks for complex transactions and ensuring data protection compliance in Mexico.

Studies:

- Master of Laws (LL.M.) with merit, in Competition Law, King's College London
- Law degree (J.D. equivalent) with highest honors, Universidad Iberoamericana, Mexico City

His working languages are Spanish and English.

Experience

Competition/Antitrust

Patricio's experience in competition law includes handling complex merger control matters, such as multijurisdictional coordination, the design and negotiation of remedies, and defense strategies, along with representing clients in cartel cases and internal investigations, including assistance during dawn raids. He also advises on investigations involving abuse of dominance and market

power. In addition, he has experience designing and implementing strategic compliance programs and advising on competition law aspects of day-to-day commercial activities, including distribution agreements, pricing strategies, marketing practices, and participation in trade associations.

He has particular experience in sectors such as private equity and sovereign wealth funds; payments and financial technology; infrastructure, airports, and commercial real estate; energy, oil and gas, and renewable energy; consumer goods, beverages, and tobacco; pharmaceuticals and medical devices; and agrochemicals. His experience also extends to e-commerce and technology; packaging and paper; advanced manufacturing; hospitality and tourism; education; publishing; sports and entertainment; and banking and financial services.

Data Protection, AI & Cybersecurity

Patricio also heads Pérez-Llorca's Data Protection, AI and Cybersecurity practice in Mexico, advising domestic and international clients on compliance with Mexico's data protection law and its interaction with the EU GDPR and U.S. privacy regimes in cross-border contexts. His work includes designing privacy governance frameworks and data-mapping strategies; advising on international data transfers, impact assessments, and privacy-by-design requirements; drafting and negotiating data processing and controller–processor agreements; and managing incident response and breach investigations, including regulatory notifications and remediation plans. He also has substantial experience in AI governance and in identifying legal use cases for AI within corporate environments.

His approach integrates legal-tech solutions to automate compliance workflows, streamline incident-response processes, and enhance the accuracy of data-mapping within complex organizational structures. U.S. and EU law firms frequently engage him to coordinate the Mexican component of multijurisdictional privacy projects. His work ensures consistency across legal systems and includes advising on regulatory convergence between competition and data protection in digital, data-driven markets.

International Experience

Patricio's international perspective is grounded in his work as a foreign associate in the New York office of Shearman & Sterling (2011–2012), where he gained first-hand experience in US antitrust enforcement and global transaction coordination. This international foundation, combined with his expertise in legal technology and agile project methodologies, enables him to lead digital transformation initiatives for legal departments seeking to optimize their competition and data protection compliance processes.

Academic and Publishing collaborations

Patricio serves as part of the faculty of the ICC Diploma in Competition Law and has been a professor at the Schools of Law of the Universidad Anáhuac, Universidad Iberoamericana, and Universidad Panamericana. Additionally, he regularly comments on competition law developments in the press and publishes widely, with recent highlights including:

- *"From Autonomy to Centralization: Implications of Mexico's Organizational Simplification Reform for the Future of Economic Competition"* – Winner, 2025 Concurrences Antitrust Writing Awards (Business–Americas).
- *"Colusión Verde: Los peligros anticompetitivos del ESG"* – Revista Jurídica Pérez-Llorca, No. 13, May 2025.
- "*Abuse of Dominance in Mexico*" Practice Note – Thomson Reuters – March 2025.

- *"The Mexican Competition Authority files its first class action lawsuit over the manipulation of prices and supplies of medicines" – Concurrences Bulletin*, October 2024 (nominated for 2025 Concurrences Awards).
- *"Cross-Border Mergers and Acquisitions: Timing Is Everything When Mexico Is Involved" – CPI Antitrust Chronicle*, September 2024.
- *"Mexico breaks up bus cartel" – Global Competition Review*.
- *"Fan ID and video surveillance in soccer stadiums" – Industrial Legal*, May 2022.
- *"The horizon for personal data regulation in Mexico" – Revista Industrial Legal*, March 2022.

Professional Organisations

- American Bar Association (ABA) – Antitrust Section
- Asociación Nacional de Abogados de Empresa (ANADE) – Competition Law and Data Protection chapters

Recognition

- Chambers Latin America 2027: Competition/Antitrust (Band 4)
- Leaders League 2026: Competition & Antitrust (Leading), Merger Control (Leading), Innovation Technology and Telecom (Excellent), Data Protection (Highly Recommended)
- Lexology: Mexico Competition (Recommended)
- Latin Lawyer 250 (2027): Antitrust & Competition, Data, technology and privacy law, TMT
- Best Lawyers: Competition, Antitrust Law, Corporate and M&A (Since 2010)