Macario Schettino is a Chemical Engineer with an MA in Economics, a PhD in Business and ABD in History. He has been a professor, researcher and Dean in the academic arena, an entrepreneur in technology and services, an official and adviser in different levels of government, and a columnist, op-ed writer and director in Media. Currently, he writes a daily column in El Financiero entitled Fuera de la Caja (Out of the Box), delivers commentaries on radio through MVS, and he participates on television, both in a monthly op-ed in El Noticiero with Joaquín López Dóriga and on a weekly analysis round table called Dinero y Poder on Chanel 11. He has written twenty books, half of them textbooks for senior High School and College levels, and the other half about Mexico. The most recent is entitled El Fin de la Confusión (The end of confusion), published in 2014.