

# heru

**Location:** MX  
**Employees** 30 employees  
**Industry:** Software  
**Customer since:** April 2020  
**Website:** [www.heru.app](http://www.heru.app)

[See profile](#)

## About Heru

Heru was created with a very clear mission: to make life easier for millions of independent workers in Latin America by helping them automate taxes and tax filings. That might sound simple in one sentence, but anyone who has dealt with taxes knows it is not exactly a walk in the park with a lemonade. For many independent workers, tax compliance feels confusing, heavy, and honestly a little scary. Heru stepped into that space in 2019, founded by Stiven Rodríguez and Mateo Jaramillo, with tools built for people who work on their own and often do not have a full finance team sitting behind them. Today, Heru has more than 60,000 active users who process thousands of filings automatically every month. That says a lot about the need they are solving. In Mexico alone, the potential market is more than 30 million independent workers, and across Latin America, it is more than 140 million. So yes, the opportunity is huge.

## What challenges were they facing when managing payroll internally?

At the beginning, payroll was handled by the founders themselves. That happens in a lot of startups. In the early days, everyone does a bit of everything. One person is working on product, answering messages, reviewing numbers, fixing a deck, and somehow also making sure payroll gets done. It can work for a while. But it is not a long term plan.



It is more like using a chair as a ladder. Fine for one quick thing. Not great if the whole company depends on it. As Heru grew, it became clear that managing payroll without specialized support was not only inefficient. It was risky. Payroll comes with delicate calculations, deadlines that cannot be missed, legal requirements, incident tracking, employee information, and enough details to make a spreadsheet start sweating. A small mistake can create real problems.

**“We knew payroll had to be in expert hands; not having internal specialists made the process fragile and difficult to scale.**

*- Mateo Jaramillo, CEO of Heru*

### **How has Runa impacted Human Resources operations?**

Runa arrived at a moment when Heru was starting to accelerate. And that timing mattered. Instead of letting payroll become a weak spot in the operation, the company was able to turn it into a more stable and reliable process. Runa helped move payroll out of the risky manual zone and into a setup with more automation, more order, and more visibility. For a growing startup, that is not just helpful. It is the difference between moving fast and moving fast while holding a tray of soup on a skateboard. The platform helped automate payroll calculations and payments, but the bigger impact was the confidence it gave the team. Tasks that used to take time or create uncertainty became easier to manage. Information became clearer. The process became less dependent on manual work or founder memory, which, let's be honest, is already busy remembering fifty other things. “Being able to leave payroll with Runa was a complete relief; it gave us structure and allowed us to grow with much more confidence,” shares Mateo Jaramillo.

**“From the beginning, we knew payroll was not something we could improvise. Delegating it to experts like Runa gave us peace of mind and allowed us to focus on growing without operational friction.**

*- Mateo Jaramillo, CEO of Heru*

### **Why was Runa the right choice for Heru?**

For Heru, the decision was clear from the start. They were not only looking for software. They needed a partner that could take a critical process seriously and support the company as it grew. Runa offered the right mix of reliable technology, automation, and human support. That last part was important. A platform can be powerful, but if the team behind it feels distant or slow, it becomes just another tool people complain about in private messages. One of the key points was that Runa allowed Heru to keep direct hires within the team. That mattered a lot to the company. Heru did not want people to feel like they were floating around the organization with one foot outside the door. They wanted employees to be part of the company in a real way. Runa gave them the tools to manage that properly from day one, with the right structure and support behind the process.



See public reviews on Runa

4.9/5.0



CAPTERRA

[See reviews](#)

4.9/5.0



SOFTWARE ADVICE

[See reviews](#)

4.9/5.0



G2

[See reviews](#)

runa

The people platform for Latin America.

[www.runahr.com](http://www.runahr.com)