runa

CUSTOMER PROFILE

CASA LUMBRE

Location:	MX, US, EU, CA, CO
Employees	820 employees
Industry:	Food
Customer since:	September 2021
Website:	https://www.casalumbre.com/

See profile

About Casa Lumbre

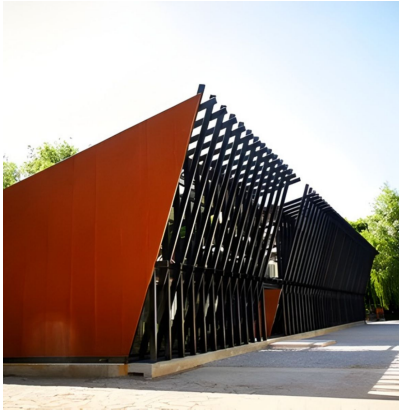
Casa Lumbre was born in Mexico in 2016 with a very clear vision: to challenge the limits of what was traditionally expected in the beverage industry and create new generations of craft spirits and brands with a strong cultural identity. From the beginning, the company focused not only on building products, but on creating brands with authentic stories, deep roots, and a real connection to Mexican culture and craftsmanship. Daniel Schneeweiss and Moisés Guindi started the project with the idea of showcasing Mexico's sensory richness through products that combined innovation, authenticity, and strong brand narratives. What began with Milagro Tequila eventually evolved into a portfolio that today includes recognized brands such as Montelobos, Ancho Reyes, Ojo de Tigre, Las Californias, Abasolo, Nixta, Lost Irish, and The Community Spirit. Maintaining coherence across that expansion has been one of the company's biggest operational and cultural challenges.

What challenges were they facing with payroll calculation and payment?

Before implementing Runa, Casa Lumbre's payroll and Human Resources processes still depended heavily on manual workflows and multiple internal validations. Although the company already used payroll software, the system lacked proper configuration and required significant manual intervention to function correctly.











As a result, operational inconsistencies and calculation errors became increasingly common. Incidents often moved through different departments without clear traceability, creating operational rework, delays, and additional hidden costs that accumulated over time. The Human Resources team frequently had to spend time correcting payroll related issues instead of focusing on strategic priorities connected to employee experience and organizational growth. As the company expanded rapidly across different countries and brands, the complexity of payroll management increased at the same pace. More employees, multiple teams, and different operational structures created a level of complexity that manual processes could no longer support efficiently.

> **With Casa Lumbre's accelerated growth, we needed a payroll and HR platform that could adapt to our structure without losing control or closeness with our teams.**
>
> *- Ricardo Gallardo, Human Resources Director*

Why did they choose Runa?

The decision to work with Runa was closely tied to Casa Lumbre's organizational structure, which operates differently from a traditional centralized company. Instead of functioning under a single unified operational model, the organization manages multiple independent brands, each with its own teams and operational dynamics, while a central structure oversees broader coordination and support. This created the need for a platform flexible enough to adapt to that complexity without forcing the company to redesign the way it already worked internally. Runa allowed Casa Lumbre to replicate its operational structure directly within the platform, making adoption much smoother and avoiding the internal resistance that often appears when systems require drastic process changes. Another important factor was scalability. As the company continued expanding internationally, the Human Resources team needed a system capable of growing alongside the business without disrupting day to day operations.

> **Runa allowed us to introduce high tech processes without sacrificing closeness or the personalized management of our employees.**
>
> *- Ricardo Gallardo, Human Resources Director*

What results did they achieve after implementing Runa?

After implementing Runa, Casa Lumbre significantly improved the reliability and efficiency of its payroll operation. Errors in payroll calculations and payment processing were drastically reduced, which immediately improved the employee experience and removed many of the recurring operational tensions the team had been managing previously. Before the implementation, issues such as delayed payments or missing payroll receipts generated repeated complaints internally.











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

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