runa

CUSTOMER PROFILE

Location:	MX, BR, CO, US
Employees	1,550 employees
Industry:	Finance
Customer since:	February 2021
Website:	https://nu.com.mx/

See profile

About NuBank

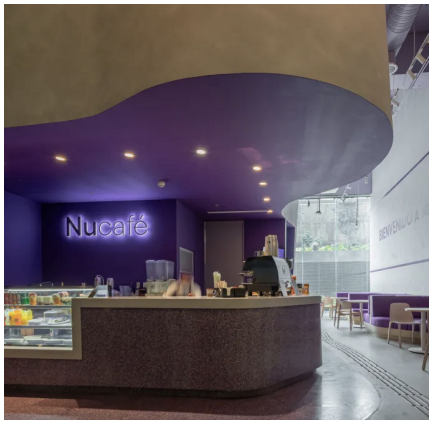
Nubank is one of the most recognized fintech companies in the world and today operates across Mexico, Brazil, and Colombia with a regional team of more than 950 employees. Its expansion into Mexico was part of a carefully planned strategy designed to replicate the company's high standards for customer experience, operational excellence, and regulatory compliance in a new market. As one of the largest digital financial institutions in Latin America, Nubank understands that scaling successfully requires much more than launching products. It also requires building internal processes that can support growth while maintaining consistency and trust. Payroll quickly became one of those critical priorities. Beyond being an administrative function, payroll directly impacts employee experience, legal compliance, and organizational credibility.

What challenges were they facing when starting payroll operations in Mexico?

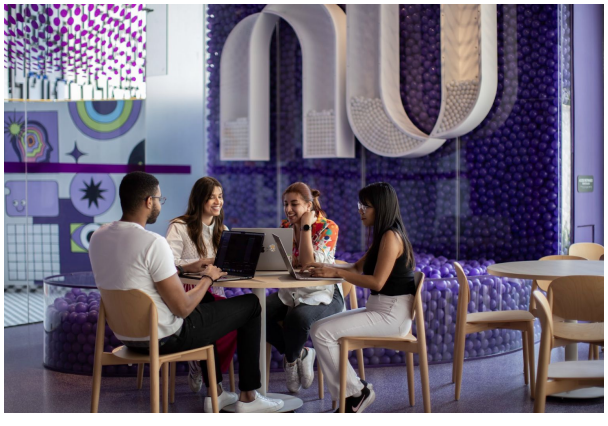
Launching payroll operations in a new country presents unique challenges, even for a company with extensive financial expertise. Mexico has a highly structured regulatory environment that includes requirements related to IMSS, ISR, payroll stamping, reporting obligations, and labor compliance processes that require precision from day one.











Payroll needed to function flawlessly from the very first cycle. Any errors, delays, or inconsistencies could negatively impact employee trust and create unnecessary operational friction during a critical growth phase. At the same time, the company needed a solution capable of supporting future expansion without requiring constant redesigns or manual interventions. As Rodrigo Sanchez, Communications Lead, explains, “It was essential for payroll to work correctly from day one, because that shapes the employee experience and trust in the organization.”

> **From the beginning, we knew we needed a solid foundation to scale our payroll operation in Mexico with security, efficiency, and full compliance.**
>
> *- Rodrigo Sanchez, Communications Lead*

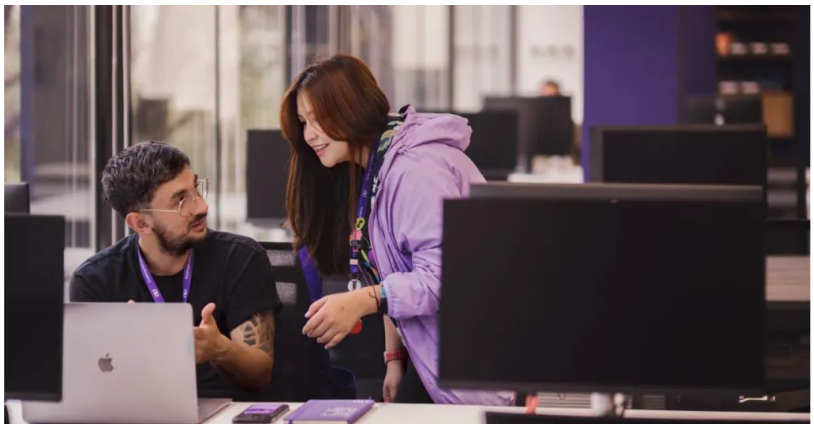
How did Runa strengthen Nubank’s payroll operation?

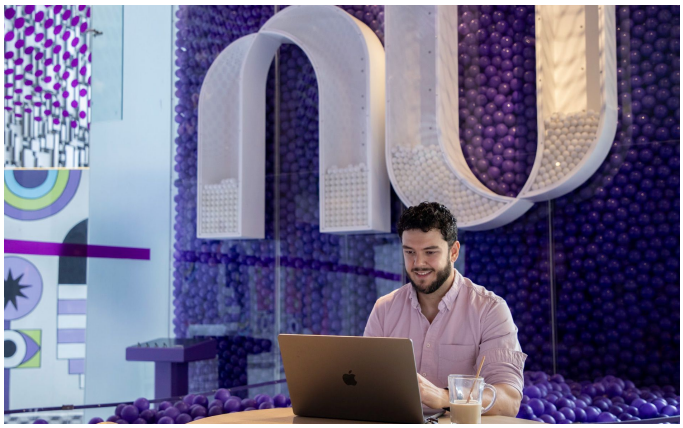
Runa supported Nubank from the earliest stages of its payroll operation in Mexico, helping establish a process that was compliant, efficient, and designed for long term scalability. The platform allowed payroll calculations to be automated, employee information to be centralized, and critical processes to be executed with consistency and traceability. This created greater visibility and control for the administrative team while reducing the uncertainty often associated with launching payroll operations in a new market. For employees, the impact was equally important. Payroll became a reliable and transparent process, ensuring that payments were made correctly and on time while providing clear access to payroll information whenever needed. The centralization of data and process documentation also helped create a stronger operational foundation, making it easier to adapt and grow without introducing unnecessary complexity.

> **In Runa, we found an ally that understood the responsibility involved in managing payroll for a growing operation and supported us in doing it correctly from the beginning.**
>
> *- Rodrigo Sanchez, Communications Lead*

What led them to choose Runa as their strategic ally?

Nubank’s decision to work with Runa extended beyond technology alone. The company needed a partner that combined deep expertise in the Mexican regulatory environment with a modern platform capable of supporting the needs of a fast growing international organization. Runa stood out by offering both. The team’s understanding of local compliance requirements, combined with its willingness to adapt to Nubank’s internal processes and standards, played an important role in the decision. The company was looking for more than a payroll provider. It needed a strategic partner capable of supporting a complex and growing operation while maintaining the highest levels of accuracy and reliability.











See public reviews on Runa

4.9/5.0	4.9/5.0	4.9/5.0
★★★★★	★★★★★	★★★★★
CAPTERRA	SOFTWARE ADVICE	G2
See reviews	See reviews	See reviews

runa

The people platform for Latin America.

www.runahr.com