

LUMINA

Location: MX, BR, US, CO
Employees 45 employees
Industry: Hospitality
Customer since: September 2021
Website: <https://luminastays.com/>

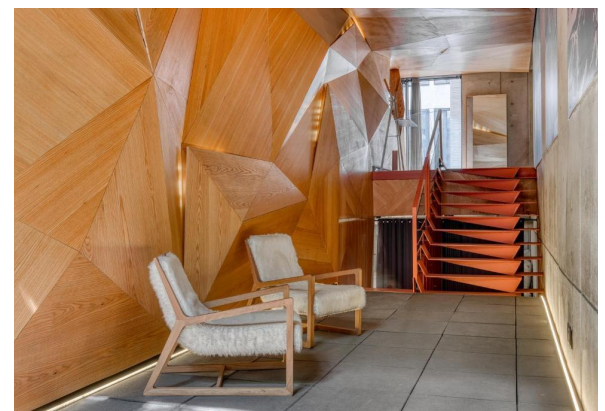
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About Mextays Lumina

Mextays Lumina is a temporary lodging company that is redefining the hospitality experience in Latin America. It was founded by Freddy Domínguez, an economist and entrepreneur with extensive experience in operations and payroll, together with Santiago de la Vega, a finance specialist. From the beginning, they understood that technology and operational efficiency were not complementary elements but fundamental pillars of the business model. Today, the company operates in nine cities across three countries, including Mexico and the United States, particularly in California. Its value proposition combines professional property management, an optimized digital experience, and an operational structure designed to scale across multiple markets while maintaining visibility and control. In hospitality, guest experience is a priority. To deliver that experience consistently, internal operations must be equally organized and efficient.

What challenges were they facing with payroll?

From the early stages of growth, the leadership team recognized that scaling without a strong administrative foundation would create unnecessary complexity. Payroll management involved much more than accurate calculations. It required comprehensive control over employee records, IMSS movements, regulatory compliance, and ongoing workforce changes.



Operating across multiple cities and countries added another layer of complexity. Employee registrations, terminations, salary adjustments, and compliance requirements needed to be managed efficiently and consistently. Relying on fragmented systems or disconnected tools was not a sustainable option. In Mexico, IMSS compliance requires a high level of precision. Any mistake can generate fines, surcharges, or operational inefficiencies that consume valuable time and resources. For a company preparing for rapid expansion, payroll could not become an operational bottleneck or a compliance risk. The objective was clear from the start: build a payroll infrastructure capable of scaling alongside the business without sacrificing control or visibility.

“The multinational operation added another layer of complexity. Teams across different cities, varying hiring rhythms, and a constant flow of onboarding, offboarding, and salary adjustments.

- Freddy Domínguez, Co-Founder

How did they solve this challenge?

The decision was proactive rather than reactive. Instead of waiting for operational complexity to increase, Mexstays Lumina implemented Runa from the beginning of its operations. This allowed the company to centralize employee information, automate payroll calculations, and manage IMSS movements directly from a single platform without relying on external systems or manual processes. Payroll disbursements became standardized and automated, reducing administrative effort and eliminating repetitive tasks. The approach was simple. If the business was designed to scale, payroll needed to be equally scalable. Automation allowed the company to continue growing without increasing administrative workload at the same pace. In addition, the employee self service portal improved transparency by giving employees direct access to their information. This reduced operational inquiries and provided greater clarity throughout every payroll cycle.

“From the beginning, we knew we needed software that would give us full control, accuracy in calculations, and peace of mind in every payroll disbursement.

- Freddy Domínguez, Co-Founder

Why did they choose Runa?

One of the most important differentiators was the ability to manage IMSS movements directly from the platform. For a company with significant workforce activity, this functionality was not simply a convenience. It was a critical operational requirement. This capability was complemented by an intuitive interface that simplified adoption across the organization. Growing companies do not always have large administrative teams, so technology must combine powerful functionality with ease of use. The combination of automation, compliance management, and operational simplicity made Runa much more than a software provider. It became a strategic growth partner. For Mexstays Lumina, payroll is not just an administrative process. It is part of the infrastructure that supports expansion, operational excellence, and long term growth.



See public reviews on Runa

4.9/5.0



CAPTERRA

[See reviews](#)

4.9/5.0



SOFTWARE ADVICE

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4.9/5.0



G2

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