

collective.

Location: MX
Employees 30 employees
Industry: Education
Customer since: February 2025
Website: <https://collectiveacademy.com/>

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About Collective Academy

Collective Academy is a consulting firm focused on talent transformation and leadership development. Its work sits right in the middle of what many companies are facing now: teams that need to adapt faster, leaders who need to think differently, and organizations trying to understand what digital change and artificial intelligence really mean in daily work. Not the polished conference version with blue lights and a nice quote on a screen. The real version. Meetings, pressure, change, hard decisions, and someone asking whether the new tool is going to shake up half the team before lunch. The company was founded 11 years ago by Pato Bichara with a clear belief: companies do not really change just because someone says “transformation” in a meeting and everyone nods seriously.

They change when leaders change how they think, decide, and execute. That belief has shaped Collective Academy’s work with some of the most important multinational companies in Mexico and Latin America, through learning programs focused on leadership, effective communication, adaptation to change, and organizational development. This is not training made to fill a calendar. It is learning meant to be used in real life, where problems do not arrive with a manual.



What challenges were they facing with payroll and Human Resources?

Before Runa, Collective Academy managed different Human Resources and personnel administration processes separately. Payroll was in one place. Vacation was somewhere else. Organizational charts had their own tool too. Nothing was exploding with smoke and alarms, but the work was scattered. And scattered work has a habit of getting heavier over time. Someone checks one tool. Someone else updates another. Then someone has to confirm that everything still matches. That is how minutes disappear. Then hours. Then someone asks where the latest version is, and the soul leaves the body for a second.

“**Having separate processes made it more complex to maintain visibility and coordination over critical team information.**

- Kristin Barrett, COO y Director of Enterprise Learning

How did Runa help them?

Runa helped Collective Academy bring key Human Resources processes into one place. That was the main change. Payroll, vacation, and organizational structure stopped feeling like separate pieces and started living inside the same platform. The daily operation became simpler, clearer, and easier to manage. It was not magic with lights and smoke. It was something better: order. “We like having all resources in one place,” shares Kristin Barrett. That centralization helped them optimize administrative tasks, improve visibility, and operate with more order and efficiency. For a team used to modern technology and agile processes, this made a lot of sense. If Collective helps other companies transform, its own internal operation also needs to feel modern, clear, and easy to use. Nobody wants to teach agility while looking for information across five different tabs like it is an escape room.

“**Runa allowed us to centralize processes that used to be completely separate. Today, we operate with much more clarity, order, and efficiency.**

- Kristin Barrett, COO y Director of Enterprise Learning

Why did they choose Runa?

One of the most important reasons for choosing Runa was the user experience and the modern feel of the platform. Collective Academy needed an intuitive, efficient tool aligned with the way the team already works internally. They were not looking for a platform that looked powerful in a demo and then made everyone need a map, a compass, and a snack just to find a vacation request. “Runa has a modern interface and is easy and intuitive to use,” says Kristin Barrett. That simplicity was key for implementation and helped the team manage critical processes without unnecessary complexity. Payroll, vacation, and people information are too important to be managed through tools that create more questions than answers.

Where will Collective Academy be in 10 years?

Collective Academy's vision is to become the main reference in Latin America for organizations going through deep transformation. The team has a question that constantly guides its growth: "How many organizations will be genuinely different and better because they worked with Collective?" That question says a lot. They are not only trying to deliver training programs or traditional consulting. They want to leave a real mark on how companies think, lead, and change. Over the next few years, the company wants to keep expanding its influence across the region, helping organizations build more adaptable cultures, more prepared leaders, and teams that can evolve with the technological and human changes shaping the future of work. That future is not arriving slowly. It is already here, moving everything around, asking uncomfortable questions, and forcing companies to decide whether they adapt or stay watching from the sidewalk.



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

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