



Location: PE
Employees 45 employees
Industry: Retail
Customer since: February 2026
Website: <https://www.nathaliebird.pe/>

[See profile](#)

About Nathalie Bird

Nathalie Bird is a Peruvian personalized jewelry brand founded in 2014. The brand turns memories, bonds, and special moments into pieces people can keep close. It works with 925 silver, 18K gold plating, and 18K gold. The style mixes modern design with handmade jewelry work. The result is not just something pretty. It is something with a story. Because jewelry is not always just jewelry. Sometimes it is a tiny hug that shines. From the start, Nathalie Bird built its work around personalization, innovation, certified materials, and responsible mining. Every piece is made with care because the team knows there is usually something personal behind it. A name. A date. A promise. A person. A moment that will not happen twice. Making a simple accessory is one thing. Making something someone may keep for years is very different. That is where the small details matter. A lot. Like a stone sitting slightly crooked. Everyone says they did not notice. Everyone noticed.

What challenges were they facing with people management before implementing Runa?

In the first years, the team managed people information with spreadsheets, cloud folders, WhatsApp messages, and different internal channels. It worked when the company was smaller. Back then, the mess was still small enough to fit in a backpack. But as Nathalie Bird kept growing, that setup started to feel too tight.



What used to be practical began to feel like looking for a tiny earring in a fluffy rug. Key tasks like vacation, leave, work documents, personal data updates, and internal communication depended on manual work. That took time and made it easier to duplicate information or lose track of requests. As new areas joined the business and the team grew, finding the right information quickly became harder. The company needed more clarity. Not more open tabs. Not more lost messages. Not more files hiding like they were playing a very annoying game.

“We wanted to leave behind scattered management and build much clearer, more organized processes aligned with the growth the company is experiencing.

- Natalia Castro Valdivia, Founder & CEO

How has Runa helped Nathalie Bird?

RunaGo changed how Nathalie Bird manages its team. The platform brought employee information into one place. Vacation, leave, files, personal data, and internal communications now live in the same digital space. It is like going from little boxes spread across the table to a jewelry box where every piece finally has its spot. With everything in one place, employees can access their information, check documents, review balances, and send requests with more independence. They do not need to ask the admin team for every small thing. That makes the process faster and gives the team a better experience. It also makes things more transparent. When information is easy to find, people feel calmer. Nobody has to chase answers through the hallway like balloons escaping through a window. “Today, we have a much more organized operation. Information is available when needed, and the team can manage many processes independently, which allows us to dedicate more time to strategic initiatives,” says Paloma Natalia Castro Valdivia, Founder & CEO.

“At Nathalie Bird, we believe magic is found in the small details. We bring that same philosophy inward as well: to order, communication, and the experience of our team. Technology is one of the pillars that will allow us to build not only the company we are today, but the company we aspire to become.

- Natalia Castro Valdivia, Founder & CEO

Why did they choose Runa?

When Nathalie Bird looked at options, the team wanted technology that could help the company grow without making the operation heavier. They did not want a system that made Human Resources feel like a dark maze. They needed something modern, clear, and easy to start using. A tool that could make people management more professional without slowing the company down. Ease of use mattered a lot. The team wanted a platform that looked clear, felt simple for employees, and could fit quickly into their internal processes. They did not want months of training. They did not want every request to become a long class with endless slides. They needed something useful from day one.

Where will Nathalie Bird be in 10 years?

Nathalie Bird wants to become one of the most recognized Peruvian personalized jewelry brands in Latin America. The company wants to take its design, personalization, and handmade quality to more international markets. To do that, it will keep investing in innovation, technology, and a stronger company culture. The goal is to build an operation that is ready to grow without losing what makes the brand special. Nathalie Bird wants to show that a brand can expand beyond its country and still stay close to its team, care about details, and keep high standards. Because growing does not mean becoming cold. It means learning to shine in more places without losing your soul. As Paloma Natalia Castro Valdivia, Founder & CEO, summarizes, “we want every piece of jewelry to continue telling unforgettable stories, but we also want to build a company where people find clear processes, a strong culture, and the tools they need to grow with us.”



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