CTG LatAm

Location:	MX, CO, PE
Employees	50 employees
Industry:	Energy
Customer since:	May 2025
Website:	https://ctglatam.com/

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About CTG Latam

CTG Latam works in renewable energy and has a global operation with around 50 employees across different locations. Said like that, it sounds tidy. Almost too tidy. In practice, it means dealing with people in different places, with different schedules, different requests, and different levels of urgency. And right there, in the middle of all that movement, payroll has to be right. The company's international setup gives it a wide view of the market and access to specialized talent across key areas of the business. That is a strong advantage. But it also comes with a trade off. The more spread out the team is, the more important it becomes to have clear processes. Otherwise, small things start taking too long. A missing update here. A delayed answer there. One person waiting on another person who is waiting on a third person. Classic. CTG Latam has a culture that feels agile, practical, and open to change. The team is used to looking for better ways to do things, testing improvements, and adjusting when something can work better.

It has some of that startup energy, where people do not want to sit around waiting for a perfect manual to appear out of nowhere. But speed only helps when there is enough structure behind it. Without structure, moving fast can turn into running around with a clipboard and no idea who has the pen. That balance matters even more in renewable energy.

What challenges were they facing with payroll and Human Resources?

Before Runa, CTG Latam did not have fully standardized payroll processes. That is not unusual. Many companies grow first and formalize later. At the beginning, people solve things as they come. Someone knows the process. Someone has the file. Someone remembers the date. It works. Until the company grows and suddenly that way of working feels too fragile. For CTG Latam, the lack of standardization created inconsistencies. Response times were not always easy to predict, and that made payroll harder to manage. HR needed more control over what was happening, what was pending, and what needed attention next. Visibility was also limited. And when visibility is limited in payroll, everything becomes more delicate. Payroll is not the place where people want mystery. Nobody wants a plot twist in their payment process.

> **The processes were lengthy, unclear, and prone to errors. Every month became a race against time and generated stress across the entire team.**
>
> *- Berenice Araiza, HR Manager*

What solution were they using before?

Before Runa, CTG Latam worked with a general accounting service that was not specialized in payroll. This kind of setup can make sense early on. The team is smaller. The needs are simpler. The operation has not yet reached the point where every process needs its own lane. But payroll has its own rules. It is not just another accounting task. It has deadlines, details, calculations, employee questions, and compliance needs. Once the company grows, a general service can start to feel limited. For CTG Latam, that meant slower processes and less clarity. The service covered some needs, but it did not fully match the speed and structure the business required as it expanded. That created extra work for HR. More checking. More messages. More waiting.

> **Runa helped us standardize processes and improve response times. Today, we have much greater visibility and control over payroll management.**
>
> *- Berenice Araiza, HR Manager*

How did Runa help them?

Runa helped CTG Latam bring more order to payroll. The platform gave the team a clearer way to manage information, follow processes, and respond faster when questions came up. That changed the day to day. Information became easier to organize. Response times improved. HR gained better visibility. The process stopped feeling so scattered and became easier to manage. As Berenice Araiza explains, “today, we have much more control over processes and can respond more quickly.” That kind of control matters in very practical ways. It means knowing where things stand. It means seeing what has been done and what still needs to move.

Where will the company be in 10 years?

Looking ahead, CTG Latam sees itself becoming a global benchmark in renewable energy. That kind of goal sounds big, and it is. But it also depends on very practical things. Better processes. Stronger teams. Clear information. Good execution. The unglamorous stuff that actually keeps a company standing. The company is already building toward that future by strengthening its operation and expanding its impact in different markets. The idea is to grow in a sustainable way, without losing control as the business becomes more complex. That is where internal processes become important. Payroll, HR visibility, timelines, and consistency may not be the flashiest part of the company story, but they matter. A lot. They are the floor under the whole operation. And if the floor is shaky, nobody cares how nice the furniture is.

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4.9/5.0

★★★★★

CAPTERRA

See reviews

4.9/5.0

★★★★★

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