



Luby

Discover the Luby  
way of *being*—

We're part of something bigger and proud to be building a culture as a team.

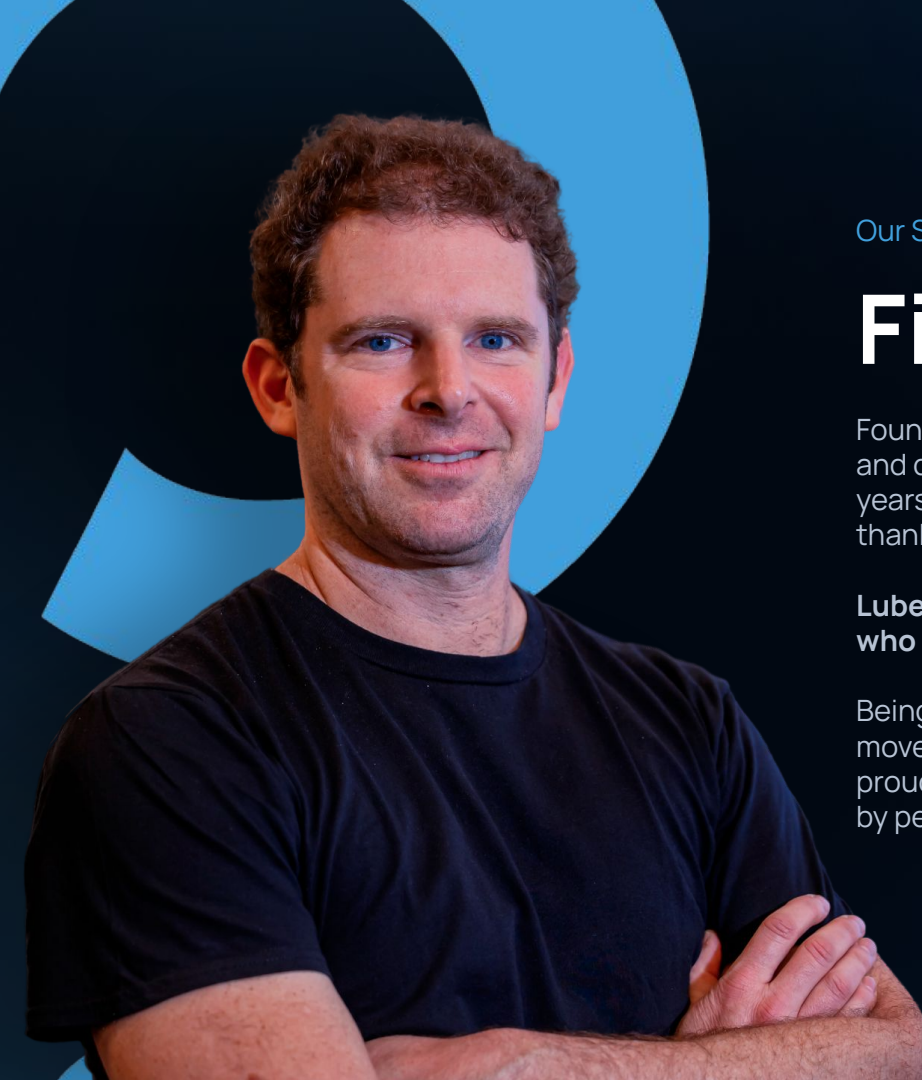
Get to know our Culture Code!

# Our *purpose*—

To boost businesses with  
**digital solutions** that  
generate value, uniting  
**technology** and **talents**  
that make a difference.

We aim to change  
the *world* through  
lines of *code*

Yes, we dream big and act  
boldly to achieve our purpose!



## Our Story

# First things *first*

Founded in 2002 by Alon Lubieniecki, Luby has been transforming and digitally accelerating businesses across the world. All these years of success in Software Development have only been possible thanks to an amazing and talented team: our Lubers!

**Lubers are visionary, collaborative, and exceptional individuals who build and strengthen Luby's culture every day!**

Being a Luber means more than joining a team, it's being part of a movement that transforms the world through technology. It's being proud to belong to a living culture, constantly evolving and shaped by people who believe in the impact of what they do.

CULTURE CODE

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We Act with  
Responsibility



We Practice  
Continuous Learning



We Are Horizontal  
& Transparent

# Our cultural *values*

Let's take a look at how our values  
come to life at Luby.

A background image showing two business people in a handshake. The person on the left is wearing a dark suit and tie, while the person on the right is wearing a light-colored shirt. The image has a blue tint.

**We Act with**  
*Responsibility*





We seek *efficiency*,  
*agility* and commitment to  
*quality*, ensuring a positive  
impact across the entire  
Luby ecosystem.



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[Learn more](#)

## How do we act on this *value?*



We plan and execute with discipline and excellence — responsibility means doing it right, with quality and at the pace the business demands.



We operate in a dynamic environment and apply agile methodologies with critical thinking, impact analysis, risk assessment, resource awareness, and efficiency focus to deliver accurate results.



We communicate and document decisions, learnings, and processes to ensure continuity and efficiency for those who come next.



We bring ideas to life by structuring how they'll be executed in practice, avoiding rework or unfinished initiatives.



We take initiative and act with ownership, solving problems autonomously, organizing our priorities, and respecting deadlines and commitments.



# Examples\_

#AGILITY



#QUALITY

#EFFICIENCY



Use critical thinking before acting, evaluating the impact of our decisions on the business, the team, and the client.

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Act with agility, structuring action plans based on risk, impact, and available resources to deliver quickly and responsibly.

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Take ownership and solve problems proactively, delivering results autonomously without the need for constant follow-up.

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Commit to finishing what we start, transforming ideas into practical, implemented solutions, not just concepts.

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Document and share decisions, learnings, and processes, ensuring clarity and continuity for others involved.

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Manage our time and communication well, respecting deadlines, agreements, and the time of others.

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Validate our work with technical rigor, testing and reviewing before delivering (even under pressure) because quality and speed go hand in hand at Luby.

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# What is this value *not* about?\_



Using tight deadlines or high pressure as a justification for delivering poor quality work, skipping essential steps, or neglecting proper planning.



Starting multiple initiatives without completing them leads to work overload, a lack of concrete results, and wasted time, energy, and company resources.



Delivering the bare minimum when you are fully capable of providing greater value, higher quality, or a better solution.



Failing to prioritize tasks and letting yourself get lost in daily demands, ignoring what truly matters to the business.



Accepting new tasks or assignments without evaluating your workload, deadlines, or the relevance of the request.



Working on autopilot, improvising without a plan, or making decisions without critical thinking and quality standards.



Failing to document important decisions, processes, or learnings, which makes it harder for others to follow up or collaborate.



Wasting time (yours and others') on discussions or interactions that don't contribute to solving problems or moving the business forward.

We Practice

*Continuous Learning*





We are capable of  
*continuous learning*,  
keeping up with  
*innovation* and *technology*  
to transform the present  
and build the future.



[Learn more](#)

## How do we act on this *value?*



We constantly seek new knowledge and apply it to improve our work and share what we learn with the team.



We proactively look for ways to grow and reflect on our development based on feedback.



We're curious and study market and tech trends to contribute to our ecosystem.



We stay up to date with tools, methods, and best practices to enhance our deliveries.



## Examples

#LEARNING



#KNOWLEDGE

#GROWTH



Stay updated on trends and innovations in the tech market (regardless of our department) to broaden our perspective and bring even more value to the business.

Receive feedback with openness and professionalism, using it to reflect and create actionable development goals.

Build learning paths using high-quality content aligned with our daily challenges, technologies, and methodologies at Luby.

Actively participate in courses, events, and learning communities that strengthen our technical and behavioral skills.

Recognize our strengths and limitations honestly, ask for support when needed, and learn from others.

Multiply our learnings because teaching is also a powerful way to grow.

Understand that growth comes from movement. Those who seek to evolve proactively find opportunities to grow at Luby.

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# What is this value *not* about? \_



Ignoring relevant trends, innovations, or changes in your field, and continuing to work in an outdated or disconnected way.



Resisting learning opportunities, rejecting new ways of working, or showing inflexibility when changes are needed.



Expecting Luby to provide all solutions or development paths, without taking initiative to learn on your own. Learning is a shared responsibility: the company can support, but the drive must come from you.



Avoiding sharing what you know with others, or refusing to ask for help out of fear or pride. Continuous learning thrives in an environment of exchange — knowledge hoarding or isolation breaks this cycle.



Disregarding feedback or repeating the same mistakes without reflection or effort to improve.



We are *Horizontal*  
& *Transparent*



We cultivate  
relationships based on  
*autonomy* and  
*collaboration*, with  
*honest* and *respectful*  
communication.



[Learn more](#)

## How do we act on this *value*?\_



We value every person, regardless of sexual orientation, social class, race, gender, age, or religion. Respect is non-negotiable.



We actively listen to different points of view, creating a collaborative and safe environment.



We value and recognize different contributions with praise, feedback, and trust.



We express opinions and concerns clearly and respectfully, even in challenging conversations.



We promote cross-functional exchanges across areas, roles, and levels. We believe in collective value and horizontality.





## Examples\_

#COLLABORATION



#INCLUSION

#PLURALITY



Express our opinions and concerns clearly and respectfully even in difficult conversations.

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Actively listen to different perspectives, seeking to understand before responding.

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Promote knowledge sharing across departments, roles, and seniority levels, encouraging a culture of openness and connection.

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Communicate relevant information assertively and accessibly, avoiding unnecessary barriers or overly technical language.

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Resolve conflicts directly with the people involved, avoiding assumptions, gossip, or indirect communication.

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Give constructive, well-founded feedback focused on continuous improvement. Feedback is part of our culture and helps us evolve together.

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Recognize others' contributions publicly, valuing results and best practices that inspire the team.

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## What is this value *not* about?\_



Discriminating, excluding, or acting arrogantly toward people with different experiences, backgrounds, or points of view. Diversity strengthens us.



Assuming that only specific roles or hierarchical levels have the correct answers or valuable ideas.



Imposing your opinions, rejecting different perspectives, or shutting down dialogue. Transparency requires openness, not dominance.



Making indirect comments, spreading gossip, or avoiding necessary conversations, instead of addressing issues directly with those involved.



Not recognizing or valuing collective work and collaboration, acting in isolation or prioritizing individual success.



Staying silent due to fear or insecurity, holding back suggestions, concerns, or feedback that could benefit the team.



It's the Lubers who embody our values, engage in our initiatives,  
and feel proud to belong that stay and thrive with us.

**Living our values means more than  
being at Luby. It means growing and  
transforming with Luby.**

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# Luby

*Not a Luber yet?*

Want to be part of this  
incredible team?\_

Come with us and help  
boost businesses  
around the world:

JOIN TEAM LUBY!

