



Grupo Lucci

Human Capital Stories of Growth

At Grupo Lucci, our commitment to the development of our collaborators is reflected in tangible results through policies and tools that promote professional and career growth. The stories of Marcos Romeo Aralde, Eduardo Guevara, Paola Lazarte and Cyntia Gómez are examples of how investing in human talent benefits both the company and the individuals involved, inspiring teams and colleagues.

Marcos Aralde: Innovation and Leadership in the Field

With a sound training as an Agricultural Engineer at the National University of Tucumán, Marcos Romeo Aralde joined the company in 2017 as a Field Manager. Since then, his innovative approach and commitment to continuous improvement have made it possible for him to lead agricultural and livestock operations in different production areas of the company.

In 2020, he completed a specialization in extensive crops at the National University of

Córdoba, which allowed him to apply the acquired knowledge to production processes. In 2022, he took on a new challenge by leading a mixed field, where he combined agricultural and livestock production successfully.

"I always aim at growing personally and professionally. In this company I found a place that allowed me to work with really valuable people with different profiles who enriched my knowledge and values. I am grateful for the opportunities they gave me and for the constant learning I got in this collaborative environment," said Marcos.



Eduardo Guevara: Technical Excellence and Originality

Eduardo Guevara has a degree in Biotechnology. He joined Grupo Lucci in 2017 as a laboratory chemist in the area of essential oils at Citrusvil's Industrial Plant. Throughout his career in the company, he focused mainly on the area of microbiology, contributing and developing specific knowledge, and he is currently in charge of the area. He took on other roles and currently leads the sensory analysis panel.

Over the years, Eduardo has strengthened his professional profile with specialized certifications and continuous training in sensory analysis, which has been key to improving the quality and sensory perception of products.

"At the company, I strengthened my skills in microbiology and had the opportunity to innovate in practices that streamline processes. The development of the attribute wheel and our library of aromas was a unique work that allowed us to highlight the distinguishing values of our products in the market," explains Eduardo.



From Intern to Manager: The Inspiring Path of Paola Lazarte

In 2006, Paola Lazarte a Certified Public Accountant graduated from the National University of Tucumán began her career at Grupo Lucci as an intern. Her passion, commitment and the support from the company made her build a career full of achievements. During these years, she traveled a path of constant learning that allowed her to take on increasingly challenging roles, until she became an Administration Manager in 2023.

Throughout her career, Paola has complemented her experience with top-notch academic training, studying for an MBA at Universidad del Norte Santo Tomás de Aquino (UNSTA) and specializing in management skills at Universidad de Belgrano. Her participation in the migration of the information system to SAP S4 Hana is one of the milestones that consolidated her leadership position.

"This company gave me the opportunity to study and grow professionally. I have been fortunate to have great people who guided and accompanied me along the way. I am passionate about my work, and that is what I try to transmit to my team, helping them grow and reach their full potential. I strongly believe that human capital is the greatest asset in an organization," says Paola.



Cyntia Gómez: Artificial Intelligence and Innovation in Citrus Management

Cyntia Gómez, a Certified Public Accountant graduated from the National University of Tucumán, joined Grupo Lucci in 2015 as an Accounting Analyst. Her professional growth has led her to hold the position of Primary Production Controller since 2021, where she focuses on costs, planning and monitoring of this strategic sector for all Citrusvil's integrated production.

In 2022, she started her MBA at UNSTA, where she presented her thesis on a citrus management program that integrates artificial intelligence and multidisciplinary teams. This project not only allowed her to obtain the highest grade, but also to implement new tools such as Power BI in her current position.

“Thanks to the support from the Human Capital Department and my leaders, I can take on new challenges that help me deepen my knowledge of the business. The collaborative work with my colleagues in the field has been key; there is where everything begins. We have been able to build a constant learning environment that is enriching both personally and professionally,” says Cyntia.

Talent Enhancing Practices

- **Nine Box and personal development plans:** strategic tools to identify talents and design customized plans for team growth.
- **Performance assessment:** through periodic performance tests that are based on results and also on the development of skills and competences.
- **Ongoing training:** programs tailored to the needs of each area which foster the development of technical and leadership skills.
- **Feedback culture:** an environment of constant feedback strengthens trust and improves team performance.
- **Mentoring and coaching:** in the mentoring programs, the most experienced collaborators guide the least experienced ones. Coaching can also help employees achieve their professional goals.
- **Learning culture:** we foster a culture that values and promotes continuous learning, where mistakes are seen as opportunities for growth.
- **Challenging projects:** many collaborators are assigned to tasks and projects that represent a challenge for them while they allow collaborators to apply and develop their skills and incorporate new ones.

Developing talent in a company is crucial in order to foster a productive and motivating work environment. The Human Capital Department bases its work on solid pillars to ensure that its collaborators can reach their full potential.

Commitment to the Future

“Our commitment to the development of Grupo Lucci’s collaborators is based on the conviction that each member has the potential to contribute significantly to the company’s results and progress. For this reason, investing in personal and professional growth with a focus on creating an environment where everyone can flourish is part of Grupo Lucci’s construction of a present and future of excellence,” said José Palacio, Human Capital Manager at Grupo Lucci.

The Human Capital Department faces the challenge of planning the development of skills and competences in the teams, aligning the different initiatives with the business needs and the development of organizational talent.



José Luis Palacio
Human Capital
Manager

Educational Allies: MBA at the Business School of UNSTA

Our collaborators’ development is a key factor to drive growth and ensure Grupo Lucci’s sustainability over time. Investing in talent development improves personal performance and strengthens the ability to face the challenges of a competitive and changing environment.

“An MBA helps develop a systemic view. Before making any decision, it teaches the person to analyze from a comprehensive perspective,

imagining how the different areas are interconnected and how decisions can affect the whole,” said Máximo Bulacio, MBA Director and Head of the Business School of UNSTA.

“The MBA strengthens organizational culture and equips participants with key tools to understand and align their objectives with the company’s genuine purpose. This contributes to the company’s strategy and promotes a work culture based on continuous improvement and adaptation to changes in the environment,” stated Bulacio, emphasizing the importance of this educational opportunity.

