



**herolens**  
beyond programmatic creative

# QUALITY POLICY

Herolens is a tech company developing a "Software as a Service" platform, that given any source of information, automatically generate dynamic content at scale.

Herolens commits to quality, and to comply with the legal a reglementary requirements, with a strong customer centric culture, and to the continuous improvement of the efficiency of it product, service and processes.

## **Vision**

Augment the creative capacity of organizations through innovation.

## **Mission**

Generate a world class technology product.

## **Fundamental values**

### **Team First**

At Herolens, team is first. Every person has to perform at its higher potential to protect de team.

### **Radical Honesty**

High performing people can handle the truth. Practice radical honesty reduce tensions and builds understanding and respect.



### **Company-wide decision making**

It is about including everyone in day to day decisions and be open to new ideas, always weighted by the believability of the person.

### **Make others successful**

At Herolens it not enough to be highly performant at your role. Every person have to do her work the best possible way and helping other people to be success in their work.

### **Smart work (ask why?) / Be autodidact**

At Herolens working in a smart way is primordial. Before doing a task, think about why the task is being made and if it is the best way to do it.

### **Learn from your errors**

Herolens innovates all the time. Innovation entails errors, and it is not bad to make them, as soon as those errors are not made again

### **Customer Centricity**

After the team, clients are in the center of Herolens importance.

### **Self-awareness**

Herolens considers that it is really important that every person knows herself. When someone knows herself, she knows what best motivates her and what she does best, improving the performance of the person and the whole team.

### **Believing that something is possible will somehow make it so**

Embrace abundance. Thinking that something is possible, is the first step of making it possible.