Luizalabs e
A Transformação Digital do Magazine Luiza

FGV Maio, 2018

Classic debate

Do great men and women make the times, or do the times make great men and women?

Two great men!

Background

- Fred studied the evolution of retail in the US

- Discovered that US retailers were net *buyers* of technology instead of *creators* of technology

- Identified the need to have development expertise in-house

But how?

Crucial decisions:

- Decided to create Luizalabs, our internal technology development group

- Decided to place it outside the reporting chain of the 60 year old company

- Decided to make Andre Fatala, a guy who didn't graduate from college, the CTO

- Decided to give him the freedom to do what he wanted

What did Fatala do?

Recruit hackers!

What is a hacker?

There are different kinds of developers!

Computer Scientist   **Hacker**

How did he recruit and retain them?

Basic

- Flexible hours

- Casual dress code

- Free drinks and snacks

- Cool work environment (Ex. decoration, games, etc.)

Intermediate

- Freedom to choose type of computer (Ex. Mac, Linux, Windows)

- Organized into squads

- Ability to choose the most adequate programming language for each task

Advanced

- Not hostage to legacy systems

- Ability to use the latest cutting edge technologies

- Opportunity to constantly learn (Bev, etc.)

- Mobility between teams

- Ability to work with other talented developers

- Ability to quickly reach millions of users

Result

- There is no more exciting place to be a developer in Brazil, than Magalu!

Why is this so important?

- Old joke in the US, "How do you succeed in retail?"

- Absolutely essential

- Very difficult to replicate

- E o base de tudo foi Luizalabs!

Obrigado!