

Seed Group announces a strategic partnership with Profit.co to accelerate organisational growth and work culture transformation



From left to right: Bastin Gerald, CEO of Profit.co; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

Dubai, United Arab Emirates, California, US—15 August 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has announced a strategic partnership with Profit.co, a California-based leader in OKR (Objectives and Key Results) software and organisational governance. This collaboration marks a significant step towards accelerating growth and fostering a thriving work culture in the UAE and the Middle East region.

Seed Group's partnership with Profit.co reflects its commitment to empowering businesses in the UAE and the Middle East with cutting-edge technologies. As part of the collaboration, Seed Group will provide Profit.co with strategic guidance to effectively target the desired audience and access key decision-makers in both the government and private sectors. This partnership will contribute to introducing the latest technological innovations to the region and positioning the UAE as a hub for transformative organisational practises.

Commenting on the partnership, Hisham Al Gurg, CEO of Seed Group, said, "With this partnership, we aim to drive organisational growth and foster a culture of excellence in the UAE and Dubai.

Businesses will now be able to achieve their overarching goals by leveraging Profit.co's state-of-the-art OKR software and integrated management systems. By embracing these cutting-edge technologies,

organisations can unlock their true potential and establish themselves as industry leaders; all this will have important long-term effects in shaping the future of the organisational work culture across industries in the UAE and beyond."

Profit.co offers a best-in-class OKR software solution that integrates task management, performance management, and employee engagement to enable 360-degree organisational governance. By adopting Profit.co's innovative platform, companies can achieve accelerated growth while maintaining a strong and positive work environment.

With seamless integration capabilities, Profit.co's OKR software can be linked with over 40 leading tools, including G Suite, Microsoft Teams, Excel, Slack, and Office 365. The software is accessible through web browsers and native mobile applications for iOS, Android, and Windows devices. By implementing OKRs, organisations benefit from a world-class task management system that ensures timely delivery as well as a powerful performance management system that streamlines and enhances the employee review process, saving thousands of hours.

Bastin Gerald, CEO of Profit.co said "We are extremely pleased to partner with the Seed Group and help organisations in the UAE and the GCC countries improve their organisational and individual performance through OKRs, balanced scorecards, employee assessments and project/task management." He added, "Our partnership with the Seed Group embodies shared vision, innovation, and growth for the UAE."

This strategic collaboration between Seed Group and Profit.co is set to redefine organisational governance, empower businesses, and support the UAE and Dubai in their journey towards achieving ambitious objectives.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About Profit.co

Profit.co is the best-in-class OKR software: easy to use, spanning from Strategy to Task, with awardwinning 24X7 live support and an outcome-focused OKR coaching and consulting programme that helps customers realise their goals consistently. Profit.co is now used by some of the world's most innovative companies, from startups to Fortune 100 Corporations. Profit.co, headquartered in Fremont, CA, USA, is an enterprise [OKR platform](#) integrated with Performance Management, Task Management, Employee engagement, and Strategy Execution. It allows users to align vertically with their management or horizontally across different departments, ensuring complete alignment of OKRs across the organisation. Learn more at [Profit.co](#) or connect on [LinkedIn](#), [Twitter](#), and [Facebook](#).

About Seed Group

For over 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

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