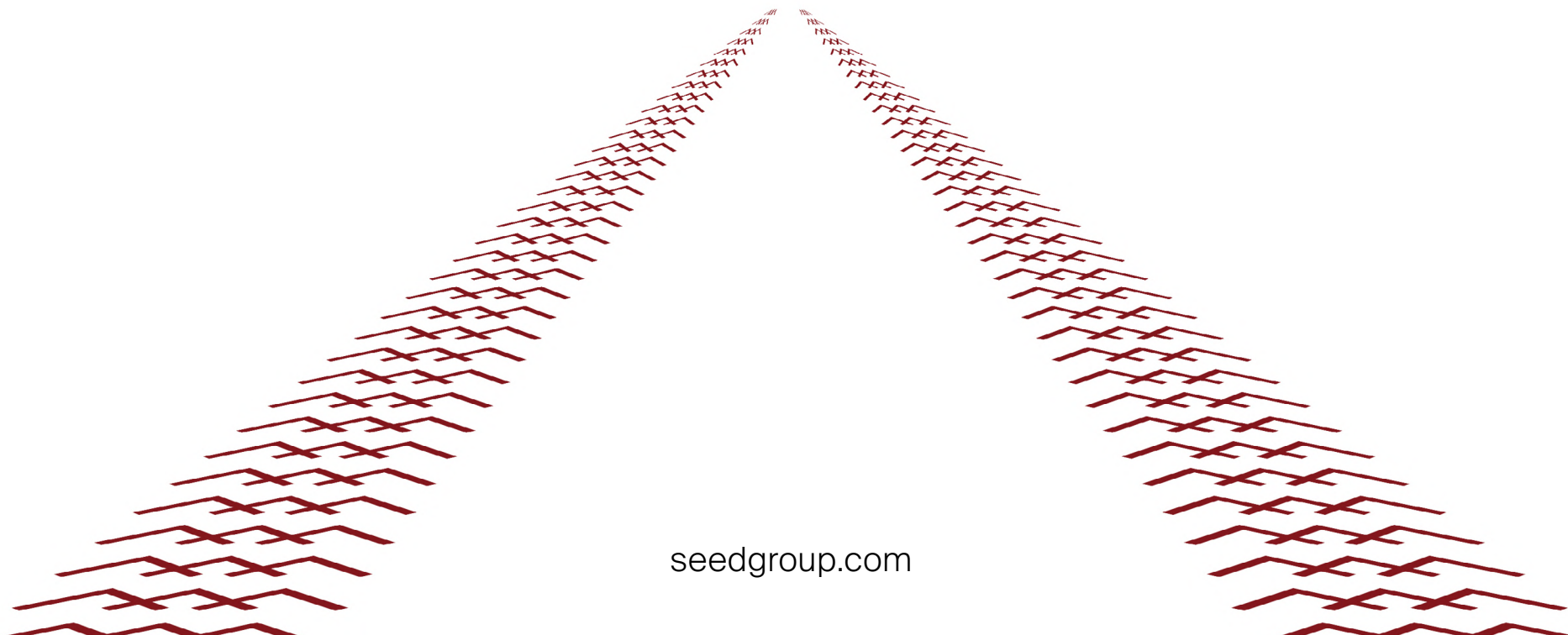




Let us pave the way.



[seedgroup.com](http://seedgroup.com)

When there is a *Window of Opportunity*...



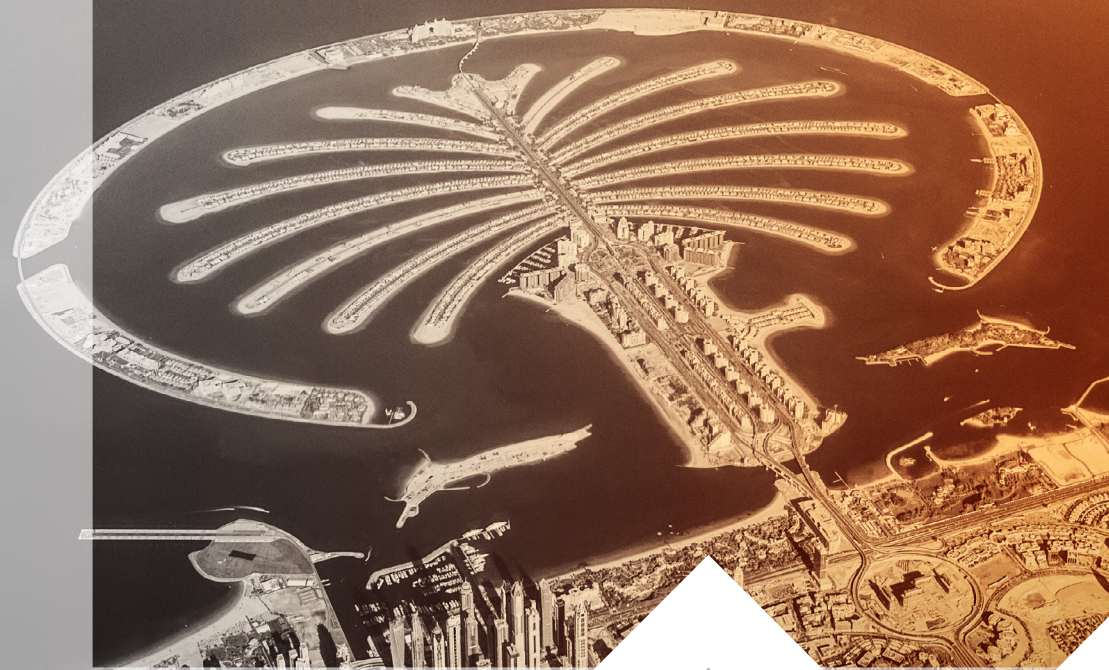


Think Outside *the* Box



...while focusing on the **BIG** picture.

Seed Group is a diversified group of companies owned by the Private Office of **Sheikh Saeed bin Ahmed Al Maktoum**, a member of the royal family of Dubai.



With unrivalled business connections, we foster strategic partnerships at the **highest level**, helping your business to excel.



# What We Do

Investments



Business  
Development

# What We Do

Leveraging the wealth of expertise of the Private Office management team, we invest and partner with leading innovative global companies across a diverse portfolio of industries.

After identifying potential partners, we present these before an Executive Committee for approval. If successful, Senior Managers within the International Ventures team will analyze the product/service to best determine how we can accelerate success in the Middle East.

The work we do for our partners range from sponsorship to long-term strategic partnerships, which include our expertise in market research, coaching, discovery and cultural workshops, and successful meeting preparation.





# How We Do It

## Strategic Partnerships

As experts in business across MENA, we cultivate long-term business connections for all our partners.

## Sponsorship

Supporting businesses through sponsorship includes exclusive access to local and global partners, governmental assistance, business incorporation and licencing, and residential visas.

## Investments

Augmented diverse portfolio

## Market Research

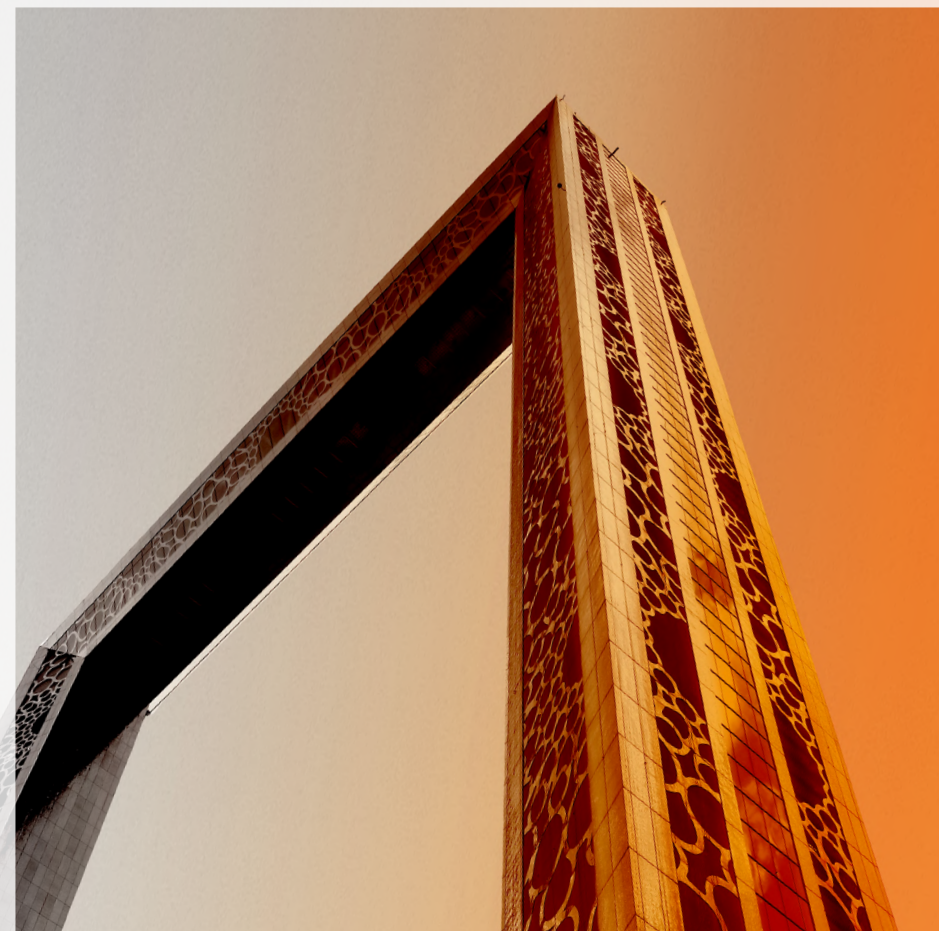
Data gathering and analysis

## Business Development

From educating on regional business procedures, supporting new tenders and joint ventures to co-investments, and private-public partnerships, we excel in developing business.

## Reaching Decision Makers

Accelerate your business using our connections



## Discovery Meetings

Showcase your product/service to prospective clients to find the right fit.

## Marketing & Branding Support

Tailor your offering to the Middle Eastern market.

## Coaching

Understand the GCC business culture, adjust strategy, and prepare for meetings effectively.

## Recruitment

Secure a highly professional local team through our extensive, complex human resources provision.

## Workshops

Understand how your product/service benefits the local market and design a robust go-to-market strategy.

## Others

Mediation, Legal Advisory, and Office Space.



# Our Origins

Seed Group was founded in 2004 to realise the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE, and ruler of the Emirate of Dubai, and facilitate Dubai's rapid growth from a small trading port to the Mega Metropolis that it is today.

One of the biggest challenges companies face in the Middle East is how to reach target markets effectively and with ease. With our local expertise and business acumen, we saw the potential of mentoring our partners. By navigating them through deals and providing strategy design, training and workshops to gain a competitive edge, our partners began to lead their respective markets in the UAE.



# Our Metropolitan City

With a flexible approach to business and a commitment to long-term economic growth, Dubai is recognised as the commercial capital of the Middle East.

We are global leaders in technological innovation and sustainability programs, recognising potential in emerging sectors such as FinTech and AI. Taking the initiative, we even created a dedicated 'UAE Minister of State for AI'.



# Our Mission

Our aim is to grow innovative companies so they can emerge, scale up, and make the world a better place.

We carefully select partners who align with this vision; focusing on market demand, current trends, and scalability. Our vast network cultivates contacts in almost every industry and, with a dedicated team to train, coach, and develop everyone from CEOs to sales teams, we offer a unique advantage to businesses entering the MENA market.

As the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, it is our mission to form prestigious partnerships and invest in leading global companies which support the progressive vision of the UAE.



# Our Strategy

Every company strategy is individual, so we take a tailored approach to our partnerships.

Diversity is key and we operate across many sectors including healthcare, data analysis, artificial intelligence, smart security, and renewable energy initiatives.

We enter both revenue sharing and investment agreements for companies seeking everything from simple sponsorship, those pitching for a specific tender, to long-term, strategic partnerships across the MENA region.



# Our Future

Selling a unique product or service and having the ability to reach target audiences effectively is a universal challenge.

Over the next three years, we plan to secure Seed offices in four new countries, expanding out from the Middle East to Asia. Over the next decade, we aim to operate in 23 countries worldwide. With branches from Sydney to Silicon Valley, we will use our combined business knowledge and unrivalled connections to help our partners excel.



# Our Strategic Partnerships

The Middle East is a 'relationship-based' marketplace. It is therefore imperative not only to have access to the right decision-makers, but also to be well prepared to enter the market.

Our reputation, trust, and credibility, coupled with the family name we represent, affords your business the highest opportunity to succeed.

We are not here to simply open the right doors; we are with you every step of the way.

Working with a Royal family office fosters strategic connections at the highest level, giving our partners access to the right decision-makers.





Today, Seed Group has:

39 Successful Partnerships

66 Global Investments

11 International Offices



# Our Partners



# Our Investments



# Our Investments

MEDUMO



nomiku



OneLocal

OSARO



Portfolium



QuitGenius



senseware

smartup



SNAP STYLE



STOWAWAY

SÜPR



SYNTHEGO

TARA



TRUOPTIK



WONDER

YOSHI

lightyear.io



Senior Leadership & Advisory Team

# Senior Leadership Team



**Hisham Al Gurg**  
CEO and Co-Founder

With over 18 years of experience in setting up and running new ventures in the MENA region, Mr Al Gurg is a pioneer in the region for his visionary approach, high profile networking, and for concluding and managing large regional projects and investments worth more than 1.06 Billion USD. He is a published author and a public speaker on the topic of conducting mega transactions with governments and large corporates.



**Bachir Akhdar**  
Head of International Ventures

With over 10 years of experience in the MENA region, Bachir has held several managerial business development and sales roles within the tech industry, designing and initiating effective profit-enhancing strategies. With a bachelor's degree in international business management, Bachir oversees many international partnerships at The Private Office, assisting our partners in making strategic expansion decisions.



**Suheil Rabeh**  
Director of Compliance & Government Relations

Suheil is the Director of Compliance and Government Relations at The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum. With over 15 years of experience in the UAE dealing with Governmental and Legislation bodies, Suheil has collected a huge amount of knowledge and understanding of the Governmental Systems with a big network in different local and federal authorities.



**Omid Ainechi**  
Head of Strategic Partnerships

With over 10 years of work experience in the UAE, Omid has supported FMCG Fortune 500 companies in their growth and regional expansions. He is well experienced in working with internationally established organisations by supporting and executing their business strategies and models. His expertise lies in fostering strategic partnerships and delivering measurable results that align with organisational goals.



**Marc Chammaa**  
Director of Human Resources

Marc is an HR Generalist with over 18 years of UAE experience who has worked in a variety of industries throughout his career. His career in Human Resources took him through the media industry, real estate, property management, contracting, and shopping centers. He is a people person who has been instrumental in charting the professional growth and development of Seed Group team members.



**Nailah Ayas**  
Finance Manager

Nailah Ayas has over 18 years of UAE experience in Financial Accounting & Analysis with a Bachelors in advance Financial Accounting and Taxation from the University of Bangalore India. Nailah currently heads the financial department of Seed Mena Businessmen Services LLC since March 2016.

# Board of Executive & Advisory Team



**Abdul Wahab  
Al-Halabi**

**Financial and Investment  
Advisor**

With over 23 years of experience in the fields of executive management, Mr Al-Halabi is involved in the REIT industry in the region. Before that, he was the Group Chief Investment Officer of Meraas Holding, the Chief Executive Officer of Dubai Properties, and Chairman of DXB Entertainments. He also held senior positions within the Dubai Holding Group.



**Ihab Elkhaili**

**Technology and Telecom  
Advisor**

With more than 20 years of experience in technology-driven Commercial Operations Management, Business Development, Strategy and Planning, he generated multi-million-dollar revenue across several verticals of Wireless Telecommunications, Semiconductors Industry & Adjacent Verticals (VAS, Telecom Products Distribution & Retail, Mobile Computing, IoT, AI, AR / VR, Automotive, Healthcare, Smart Cities).



**Peter Gray**

**Legal Advisor**

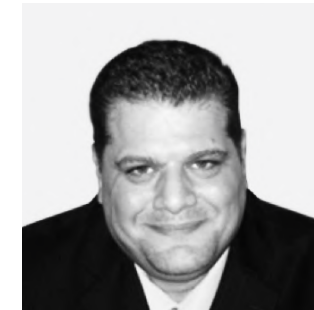
Peter is an experienced lawyer and adviser. With almost two decades' experience in resolving complex disputes and advising on white-collar crime matters, Peter is also frequently asked to advise on non-contentious matters. Of particular note, Peter is currently involved in assisting with projects in several sectors across Africa. After graduating from the University of Cambridge, Peter trained at the Bar. In 2000 he commenced his practising career at LeBoeuf Lamb in the City of London.



**Ted Howard**

**Leisure and  
Entertainment Advisor**

With more than 25 years of experience in marketing and business development, Ted develops strategic partnerships for a range of companies from small businesses to Fortune 500 companies, including the Charoen Pokphand Group®, to expand their global presence particularly in the MENA markets. His expertise includes building multicultural corporate relationships and leading marketing campaigns.



**Khaled Kaawar**

**Real Estate and  
Hospitality Advisor**

Khaled has served as a professional in the hospitality industry for over 28 years. With work experience in both the US and GCC, Khaled has launched several businesses as well as elevated various business models by delivering a richer level of service focused on providing quality and a genuine approach to the work environment and hence impacting all his stakeholders in a positive manner.



# Board of Executive & Advisory Team



**Avsar Koc**

**Hospitality and Tourism  
Advisor**

Avsar Koc is a commercial and hotel operations specialist as well as a brand strategist who orchestrated to launch multiple hotel brands globally. He oversees all operational and commercial aspects of five Blazon Hotels with an additional nine new properties and spearheaded Kempinski Hotels India, Middle East & Africa commercial operations with annual revenues crossing EUR 420 million.



**Andrea Raimondi**

**International Expansion  
and Legal Advisor**

Andrea is a partner of R&P Consulting, an Italian advisory boutique that specializes in cross-border business development and asset protection based in Europe, Asia, and the South Pacific. With more than 20 years of experience in cross-border business development and internationalization projects for Italian companies, he is also specialized in family business advisory and family office services across various industries.



**Karl Ibrahim**

**Creative Director Advisor**

With over 20 years of experience, Karl is a Globally experienced Creative Director specialising in branding, UX & prototyping wireframing, digital design, corporate identity and print in the luxury market. He has been Responsible for designing, launching & producing more than 20 magazines to date; across the luxury lifestyle, fashion, contract publishing & B2B sectors. He has worked across magazines such as The Rake, Revolution etc along with contract publishing like Nikki Beach, The Galleria, Choithrams and more.



**Rachel Dowes**

**Branding and Marketing  
Advisor**

With 20 years of experience, Rachel specializes in strategic brand creation and management, developing brand and experience strategies across Europe, Asia, United States, Russia, and the Middle East. She is the owner of RH Consulting and the Founder of Beyond Wellness. Rachel has developed strategies for Virgin, Adidas, P&G, and Harrods, and partnered with Dubai Airports, Qatar Airways, Etisalat and Bee'ah.



**Tariq Sanad**

**Finance Advisor**

Tariq Sanad is the Chief Financial Officer of Fetchr, with over 17 years of experience building and leading finance teams in global companies that operate at scale and complexity. Before joining Fetchr, Tariq, as CMO and VP-Finance at Careem, played a pivotal role in scaling Careem from a growing start-up to the multibillion-dollar company it is today.





# Board of Executive & Advisory Team



**George Eapen**  
**Cyber Security Advisor**

George has over 16 years of global experience in a variety of industries, including healthcare, oil and gas, and digital, among others (Software development, Quality, Auditing, Infrastructure, Operations & Cyber Security). He is a Global Board of Advisor for IBM Security, and currently the Group CIO for Petrofac, one of the world's largest O&G EPC companies with 12000 employees and a \$5 billion annual revenue in 2019.



**Khaled Abdelghani Abou Samak**  
**Technology Advisor**

Khaled is an AI, Data Science, and Data Governance and technology leader with 20 years of experience leading the technical implementation of AI, Data Science, and data analytics projects across many industries such as Automotive, Government, Retail, Facility Management, Family Business, and CRM. He has worked for companies like Microsoft, General Motors, Devoteam, Alfahim Group, Musanada and Abu Dhabi Chamber.



**Tahan Thraya**  
**Legal Advisor**

With over two decades of practising law in the Middle East region, Mr. Thraya advises both regional and multinational clients on complex mergers and acquisitions, joint ventures and strategic alliances, and FDI transactions. He has sector expertise in the fields of technology, defense, healthcare, industrial manufacturing, and government procurement/investment. Mr. Thraya is currently the Global Chair of Mayer Brown's Middle East Practice and the Managing Partner of the Dubai office.



**Nick Vinckier**  
**Innovation and Retail Advisor**

Nick Vinckier is the Head of Corporate Innovation at Chalhoub Group, where he explores new revenue streams through business model innovation for the group's brands (such as Sephora, Louis Vuitton, and Dior) and structurally embeds corporate innovation in the day-to-day way of working. Nick was previously the Chalhoub Group's Head of Growth, where he nearly ten-folded the online revenue of luxury beauty retailer Faces and restructured e-commerce for Tryano in Abu Dhabi.



**Rami Jaghoub**  
**Strategy Development Advisor**

With over 30 years of experience, Rami managed several large-scale projects in the public and private sectors in the UAE and the region, ranging from establishing B2B e-Commerce business, Smart Cities KPIs development, IT Audit, Risk Assessment, establishing Business Continuity manual and process, Public Policy development, and developing Data Management Policies.



# Board of Executive & Advisory Team



**Jorge Carrasco**  
**Blockchain, Metaverse,  
and Web3 Advisor**

Jorge Carrasco is an expert in emerging technologies with over 15 years of experience delivering digital transformation projects for large corporations and government agencies. He brings wide experience in strategy, business development, product-market fit, and consulting, with a focus on blockchain, crypto, NFTs, the metaverse, and Web 3. He has held advisory and membership positions with different organizations worldwide.



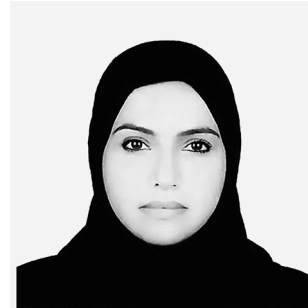
**Kashif Perwaiz**  
**Digital Strategy Advisor**

With over 22 years of leadership and digital business transformation experience, Mr. Kashif Perwaiz is a thought leader and has successfully led various private sector, semi-government, and public sector transformations. He has proven expertise in business model innovation, strategy execution, and product development, taking advantage of emerging technologies, disruption, and startup ecosystems.



**Prakash  
Ramaseshan**  
**Investment and Finance  
Advisor**

Prakash has over 3 decades of experience in India and the Middle East working with large financial institutions across a range of financial services products (debt, equity, and advisory). His recent experience focused on technology venture capital represented fund managers and companies for fund raising and business development related activities.



**Najlaa Ahmed Al  
Mutawwa**  
**Business Development  
Advisor**

Najlaa Ahmed Al Mutawwa is the co-founder of Catalyst Capital Advisors LLC, a private investment & management advisory firm, and the founder of Seventh Dimension E-Global, a software development and system integrator company. She is a business advisor for one of the largest international IT companies, Tata Consultancy Services, and is on the board of the Emirates Businesswomen Council for over 12 years.



**Omar Musharraf**  
**Financial and Investment  
Advisor**

With more than 25 years of experience in transaction and investment banking, Omar has executed over 100 debt transactions via debt capital markets and loan syndications with an aggregate value of over USD 75 billion for supranationals, sovereigns, quasi-sovereigns, large corporates and financial institutions. Omar has also developed and divested several successful entrepreneurial ventures.



# Board of Executive & Advisory Team



**Mohamad Easawy**  
**Digital Strategy and  
Technology Advisor**

Mohamad is a visionary with more than 27 years of experience in the technology, leadership, strategy, and digital transformation domains. He achieved diverse successes in key industry verticals, including the public sector, media, banking, financial, telecom, healthcare, pharmaceuticals, and manufacturing. Mohamad owned four start-ups and mentored multiple founders. He is also a sought-after leader and speaker for digital events and conferences.



**Dr. Abdullah H.  
Sahyoun**  
**AI and Digital  
Transformation Advisor**

Abdullah is the global head of AI and digital transformation at APCO Worldwide and a member of the Zayed University Advisory Board. He was the AI & analytics practise lead at Ernst & Young (EY) in Germany, Switzerland, and Austria, where he supported and guided the digital transformation journeys of many global firms, government entities, and other organisations in Europe and MENA.



**Raveen Guliani**  
**Strategy and Logistics  
Advisor**

Raveen Guliani is a B2B business developer, marketer, and corporate intrapreneur pursuing opportunities to enable the global trade industry. He has over 20 years of management and leadership experience in the maritime, shipping, and logistics industries, with a track record of driving revenue growth and facilitating global trade. He is currently the Director of Trade Development & Logistics at DP World UAE.



**Vinay J. Lazarus**  
**Healthcare Advisor**

Vinay is a seasoned fiscal, strategy, and operations executive with over 21 years of experience in key senior executive roles in challenging, changing markets. He is a team builder and business developer who thrives in turnaround and start-up situations that require strong business acumen, relationship building, and project execution abilities, as well as a natural leader capable of engaging stakeholders while delivering cost control, organizational success, and profitability.



**Paul Vrijhof**  
**Energy, Food, and  
Investments Advisor**

Paul has over 26 years of experience in the food, energy, renewables, ports, and logistics industries, advising businesses on go-to-market strategies, partnership models, and investment projects. He holds a Master of Science in Business Economics from Erasmus University in Rotterdam and has worked for multinational corporations such as Cargill, Vopak, and Abu Dhabi Ports. He currently serves on the board of directors of a robotics and medical science start-up.



# Board of Executive & Advisory Team



**Dr. Mazin Gadir**  
**Healthcare Advisor**

Dr. Mazin Gadir serves as an external advisor to healthcare ministries and authorities, developing, implementing, executing, and transforming health and digital strategies. He is also the Director of Partnerships, Client Relationships, and Bid Management at IQVIA Payer Provider Government Group. He is currently working on a postdoctoral research project with the University of North Florida and Angel Kids Pediatrics on value-based care and digital health transformation.



**Aakash Nijhawan**  
**Energy Advisor**

Aakash Nijhawan is a senior energy executive with a 23-year background in the energy and investment banking industries in the USA and the UAE. He also belongs to the American Business Council (Dubai), a branch of the US Chamber of Commerce in Washington, DC. He previously worked on complex cross-border mergers and acquisitions, asset and corporate joint ventures, organic market entry, and inorganic investments, developing growth strategies, tactics, and execution.



**Michaela Lallouz**  
**Web3 Advisor**

Michaela is a seasoned Web3 and Extended Reality (XR) expert, known for her innovative strategies in the international arena. With years of experience, she has nurtured a vibrant community, educating millions on navigating the Web3 space and successfully launching projects. Her acumen extends to business development, product-market fit, and strategic advisory, with a particular focus on Blockchain, Crypto, and Digital Assets.



**Abdulla Al Nuaimi**  
**Advisor**

Influential UAE national with more than 25 years of experience in financial services, insurance, export credit insurance, procurement, and sourcing, as well as expertise in enabling technology in various sectors. Expert in end-to-end organisational transformation management to achieve profit targets at the lowest possible cost and with the highest possible ROI. Experienced in inspiring organisational teams to collaborate and deliver at peak efficiency by instilling people-centered processes and cultures.

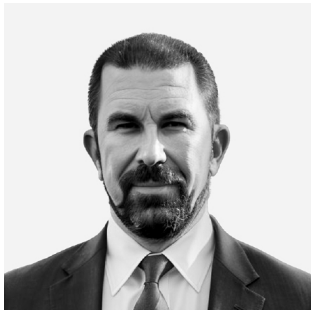


**Semih Kumluk**  
**Advisor**

A seasoned leader with over 13 years of experience in FMCG, consulting, telecommunications, and training. He is currently the Head of AI and Digital Business Transformation Programmes at PwC. He led Unilever innovation project teams, managed CRM teams in 35 countries, and established HR analytics and employee experience programmes. He also launched the Middle East's first AI programme, and Thinkers360 named him one of the Top 50 Thought Leaders in Artificial Intelligence.



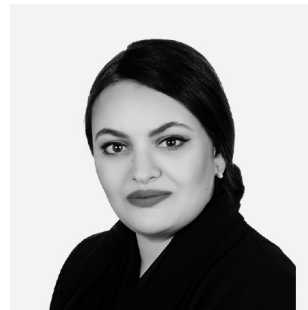
# Board of Executive & Advisory Team



**Ethem Eldem**

**Advisor**

Ethem is an expert in organisational development, search and selection, and leadership training. He's worked with Turkcell Group, PwC Turkiye, and Etisalat Group, UAE, leading teams through key digital transformations. Currently, as Managing Partner of Canmar Consulting, he works to support technology and retail companies to achieve success in the UAE/KSA markets with a variety of clients from cloud, security, digital marketing, fintech, A.I., health tech, event tech, and nonprofit organisations.



**Dr. Reem Lebhar**

**Advisor**

Dr. Reem has over 20 years of experience in strategy and digital transformation, having made an impact in the public sector and aviation. She's held key positions at Accenture and Bain, as well as at Dubai's RTA as the Director of Strategy and Investment. She later worked as Etihad Airways' Director of Strategy, overseeing digital technology and innovation. She's connected with the HBS Club GCC, and with a Ph.D. in Economics and a Harvard Business School alumna, she's dedicated to making a difference in the UAE.



**Uwe W. Klenk**

**Retail & Consumer Goods Advisor**

Uwe has over 30 years of experience in global retail and consumer goods, having held senior positions such as Trading Director at EMD AG and CPO at Walmart, where he oversaw operations in the USA, Canada, China, Brazil, the United Kingdom, and Germany. He worked as Managing Partner at Alvarez & Marsal, where he focused on retail and consumer goods. His background includes positions as CEO, CRO, and Supervisory Board member in a variety of industries.



**Bil Ahmed**

**Tech Advisor**

Bil Ahmed has over 27 years of experience and has a proven track record of building digital businesses in banking and payments. He advises startups and established companies on product strategy, design, and marketing. He focuses on understanding customer needs and turning them into products and services. In past roles, he has led teams responsible for product, sales, and marketing. Bil specialises in financial services but has also helped companies in health tech, property tech, education tech, travel, and more.



# Management & Execution Team



**Osama Smadi**  
**Director - International Ventures**

Osama oversees the establishment of trusted business relationships with businesses to expand their market reach and support expansion plans. With 12 years of experience working in projects and relationship management for multi-million-dollar brands and start-ups, Osama's main mission at Seed Group is to identify and implement what drives business growth, expands revenue channels, and achieves business sustainability.



**Omnia Hamed**  
**Director - International Ventures**

With over 10 years of experience in revenue generation strategies, Omnia is notably recognized for her successful work with leading regional brands: Air Arabia, Rotana Hotels PJSC, and Zain Telecom Group. Her specialization in information technology, network security, and professional project management makes her effortlessly identify new, unique businesses with significant demand in the region while developing necessary action plans for their growth and expansion.



**Omid Ainechi**  
**Director - Business Development**

With over 10 years of experience in the UAE, Omid has supported FMCG Fortune 500 companies in their growth and regional expansions, working closely with established organizations to execute their strategies. His Middle East experience has driven success across diverse markets, ensuring a strong market presence. His expertise in strategic planning and execution has consistently contributed to the growth and success of top-tier global brands in the region.



**Priyanka Vijayan**  
**Director - Seed Ventures**

Priyanka has over 12 years of experience, is PMP certified, and specialises in project management and strategy development. She has worked in a variety of sectors throughout the ME, assisting start-ups to achieve targeted growth. She has extensive experience planning and managing cross-functional business operations and technology projects, as well as developing strategies for a broad array of projects, including military equipment, material handling and automation, and a wellness app.



**Jeries Khayyat**  
**Director - International Ventures**

Jeries Khayyat has over 7 years of work experience in the UAE, dealing with government entities, diplomatic institutes, and private corporations. He has a strong background in government relations, business development, account management, strategic partnerships, and international expansion.

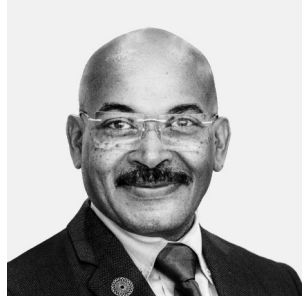


# Management & Execution Team



**Shahrazed Dahou**  
**Director - Business Development**

Shahrazed is responsible for strategic media planning, digital transformations, and innovation. Shahrazed contributes to business growth through creating successful campaigns and maintaining long-term client relationships. With over 4 years of experience in education and training, advertising, and media, Shahrazed has mastered a strong work ethic and proved to be flexible, adaptable, and capable of managing multiple priorities at the same time.



**Sami Mekki**  
**Senior Manager - Strategic Partnerships**

Sami is a forensic scientist, law enforcement, and public safety senior advisor and trainer. With over 25 years of experience in criminal investigations and forensic imaging and multimedia forensics consultancy, he is a well-known scientist internationally for supporting and training organisations in international crimes and was selected by the United Nations Human Rights Commission (OHCHR) to participate in investigating international crimes against humanity.



**Naala Oleynikova**  
**Senior Manager - Business Analysis**

Naala is a technology expert with a strong international background. She scouted startups in the CIS for GCC investors and facilitated M&A deals between Russian and Qatari companies. At Veon, she developed digital products for a multinational telecommunications company. With experience in mineral and commodities markets, she applies technology solutions across industrial and oil and gas sectors, enhancing her role in the global tech landscape.



**Chehrazede Djaroueddib**  
**Senior Manager - International Ventures**

Chehrazede specialises in helping businesses establish a presence in the Emirates, offering expertise in business and commercial development. With a master's in business management and corporate governance and over 8 years of experience in human resources and business development across various industries, including multinationals in Europe and the Middle East, she provides strategic guidance to navigate challenges and seize opportunities for growth.



**Hiba Jammal**  
**Business Partnerships Manager - Seed Ventures**

Hiba is a Business Partnerships Manager with an expert ability to forge strategic alliances and ensure growth for local and international firms. Her excellent communication skills and collaborative approach enable her to nurture lasting relationships with clients and partners, which contributes to business success. With a keen eye for market opportunities and a passion for exceeding client expectations, Hiba consistently delivers exceptional results.



# Management & Execution Team



**Abdullah Albanna**  
**Senior Manager -**  
**Government Relations**

Boasting over two decades of experience working in the UAE government as well as in Private Offices and prominent private businesses, Abdullah Albanna holds a huge number of networks from leading governmental organisations, semi-government entities, and the private sector. At Seed Group, he oversees the Protocol Department and serves as the Government Relations Manager.



**Natalie Dowd**  
**Senior Manager -**  
**International Ventures**

Natalie has over 4 years of experience with The Private Office, dealing with governmental entities and large international organizations, and has amassed exceptional knowledge and understanding in assisting well-established organizations with business development, account management, and the successful execution and planning of strategic partnerships and international expansions.



**Omar Reslan**  
**Business Development**  
**Manager**

Omar Reslan is a dedicated and results-driven professional with more than 3 years of experience across the healthcare and technology sectors. A seasoned business development expert, Omar thrives in fast-paced environments, consistently demonstrating adaptability and a proactive approach to drive impactful results. Known for his strategic insight and collaborative spirit, Omar is committed to delivering solutions that make a difference.



**Nomarie Jean**  
**Lacsamana**  
**Marketing**  
**Communications**  
**Supervisor**

Nomarie has 7 years of professional marketing experience and has leveraged her passion for writing and digital media to work with firms all over the world, from Singapore to South Africa, and now to the UAE with Seed Group, where she leads and manages the entire marketing communications department and develops its overall strategy.



**Alexandra Ignacio**  
**Compliance and**  
**Government Relations**  
**Supervisor**

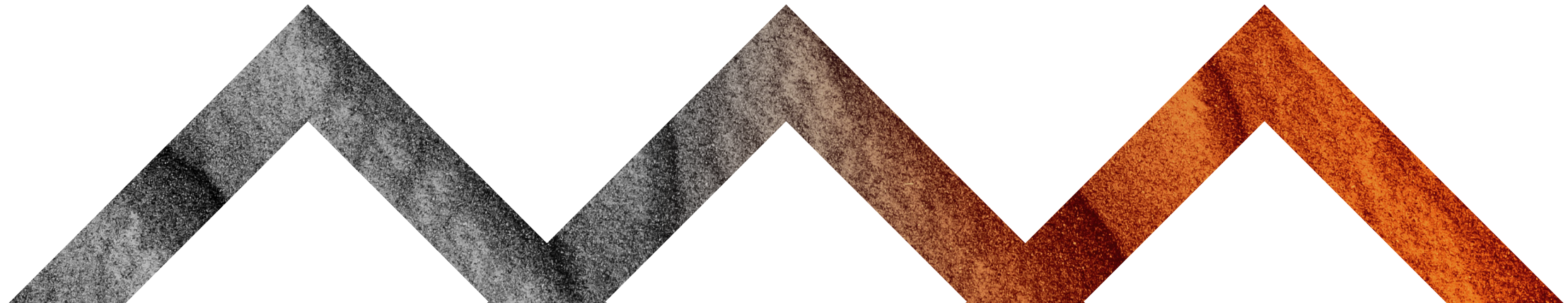
Alexandra is the Supervisor of Compliance and Government Relations at the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum/Seed Group. With over 4 years of experience in the UAE, Alexandra handles all documents related to governmental processes with great experience in tracking a wide range of tasks.







If what you offer contributes to the expanding world of innovation and can help shape the future, we want to hear from you. It all starts [here!](#)



# Global Offices

## Canada

101 - 320 Bay Street  
Toronto, Ontario  
M5H 4A6, Canada  
Tel: +1 437 290 6332

## Germany

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20354 Hamburg  
Germany  
Tel: +49 406 0928491

## India

WTC Bangalore, Brigade Gateway  
Rajajinagar Extension, Malleswaram  
Bangalore, Karnataka  
560055, India  
Tel: +91 806 794 5663

## Italy

Corso Italia, 3  
20122 Milano  
Italy  
Tel: +39 020 070 0348

## Singapore

Marina Bay Financial Centre  
Tower 1, 8 Marina Blvd.  
Singapore  
Tel: +65 6653 4701

## South Korea

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## Spain

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## Thailand

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## United Arab Emirates

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Tel: +971 4 379 7333

36F Etihad Towers - T3  
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## United Kingdom

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69 Old Broad Street  
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A photograph of a desert landscape featuring sand dunes. A road, possibly a dirt or gravel path, winds through the dunes. The lighting is warm, suggesting a sunset or sunrise, with long shadows cast across the sand. The text "The road to success has many road blocks..." is overlaid in white, serif font on the lower right portion of the image.

The road to success has  
many road blocks...

...we don't use roads.

