

Seed Group develops alliance with Intent HQ to elevate AI-driven customer insights in the MENA region



From left to right: Jonathan Woolf, Chief Revenue Officer of Intent HQ; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Jonathan Lakin, CEO of Intent HQ

Dubai, UAE; London, UK—January 14, 2025—In order to accelerate AI-powered customer analytics and optimise business strategies, [Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with Intent HQ. This collaboration will introduce Intent HQ’s AI capabilities to Dubai’s business sector and the MENA region at large.

Headquartered in London, [Intent HQ](#) is an AI-powered analytics company that excels in converting customer and transactional data into actionable insights. It primarily serves large enterprises across various industries to help them understand customer behaviour and enhance operational efficiency. The firm was recently awarded AI Company of the Year at the British Data Awards 2024 and recognised by the FT1000 as one of Europe’s fastest-growing companies. Remarkably, its portfolio of clients includes prominent global institutions such as Verizon, IESE, and Orange™.

As a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, Seed Group has been influential in facilitating seamless market entry and expansion for global companies. The partnership with Intent HQ will leverage Seed Group’s unmatched access to decision-makers and regional expertise. In turn, this will empower Intent HQ to expand its regional footprint and deliver its AI-

powered solutions to organisations seeking deeper customer connections and enhanced business efficiency.

“We are delighted to welcome Intent HQ to our portfolio of strategic partners,” Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, began. He added, “With over a decade of AI development and privacy-first solutions that manage complex data daily, the company exemplifies innovation in customer analytics. Intent HQ’s AI-powered technology will elevate Dubai’s reputation as a global data-driven leader, developing new industry models worldwide in the years to come.”

Jonathan Lakin, CEO of Intent HQ, stated, “We are thrilled to partner with Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum to bring Intent HQ’s AI capabilities to the dynamic and forward-thinking MENA region. This collaboration reflects our shared vision of harnessing data responsibly to create more meaningful customer experiences while driving measurable business outcomes. With Seed Group’s unparalleled regional expertise and access to key decision-makers, we are confident this partnership will empower organisations across the region to unlock the full potential of their data and redefine customer engagement in innovative ways.”

In the coming months, the partnership between Seed Group and Intent HQ will begin to take shape, subsequently bringing advanced AI insights to businesses in Dubai and the wider MENA region. This alliance will re-engineer customer analytics and data-driven decision-making to enhance engagement and drive revenue growth on an international scale.

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About Intent HQ

Intent HQ redefines customer understanding, empowering brands to achieve a precise, human-level understanding of every individual customer—what they like, what they love, and why they act—using groundbreaking AI technology and previously inaccessible data. Our Customer Intent Engine transforms first-party and transactional data into actionable insights, enabling brands to anticipate needs, respect privacy, and foster meaningful customer connections.

With our patented AI platform managing over 100 million profiles and processing billions of data points daily, Intent HQ supports global enterprises in achieving radical marketing improvements. By moving beyond mass marketing, we help brands create personalised experiences that drive growth and customer loyalty.

Recognised as AI Company of the Year at the British Data Awards 2024, and listed in the FT1000 for Europe’s fastest-growing companies, we operate globally from London, New York, Barcelona, and Lisbon.

Discover how Intent HQ transforms data into customer foresight at www.intenthq.com.

About Seed Group

Over the past 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.

Intent HQ Media Contact

Colin White
+44 7854 910905
colin.white@intenthq.com

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com