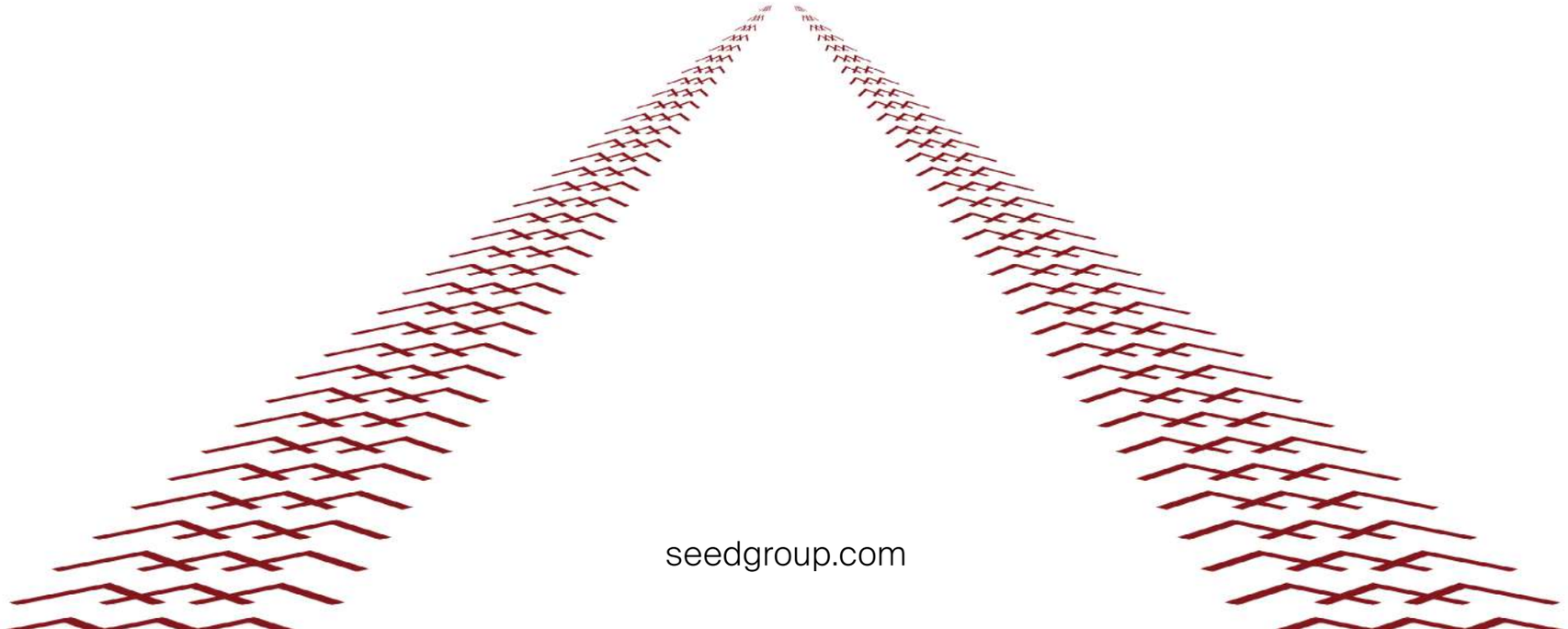
SEED
GROUP

Let us pave the way.



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



Strategic
Partnerships

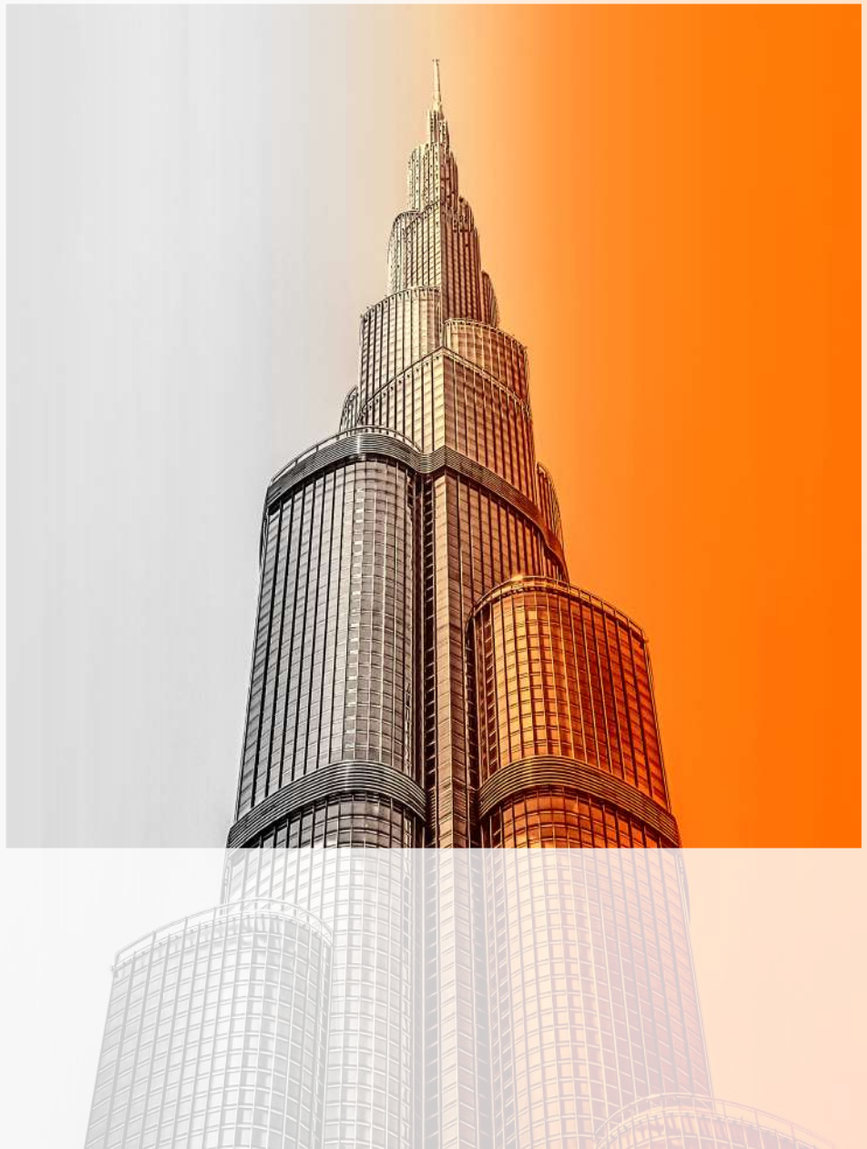
Business
Development

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.

Coaching

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

Workshops

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

Marketing & Branding Support

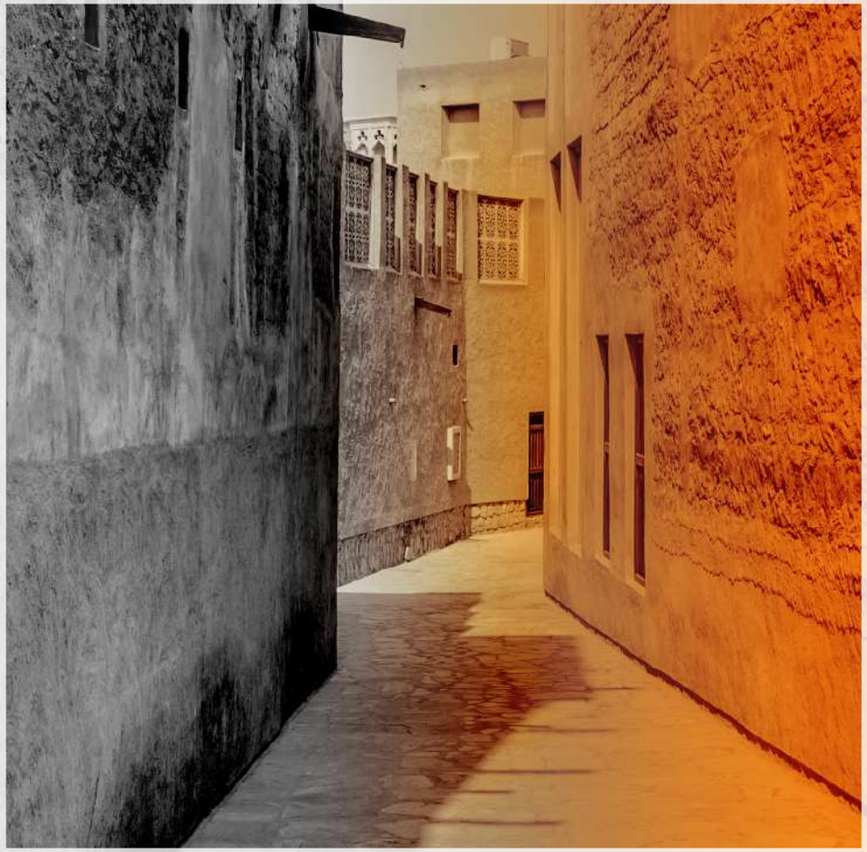
Tailor your offering to the Middle Eastern market.

Recruitment

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

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.



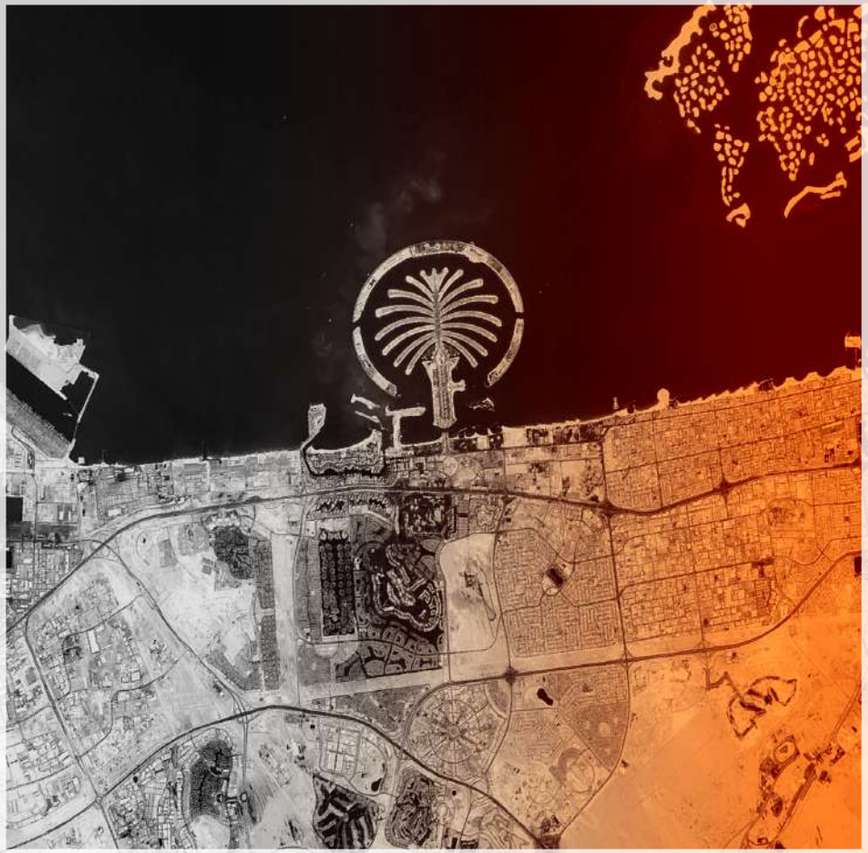
Our Strategic Partnerships

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:

41 Successful Partnerships

66 Global Investments

10 International Offices



Our Partners

















































































Our Investments

































































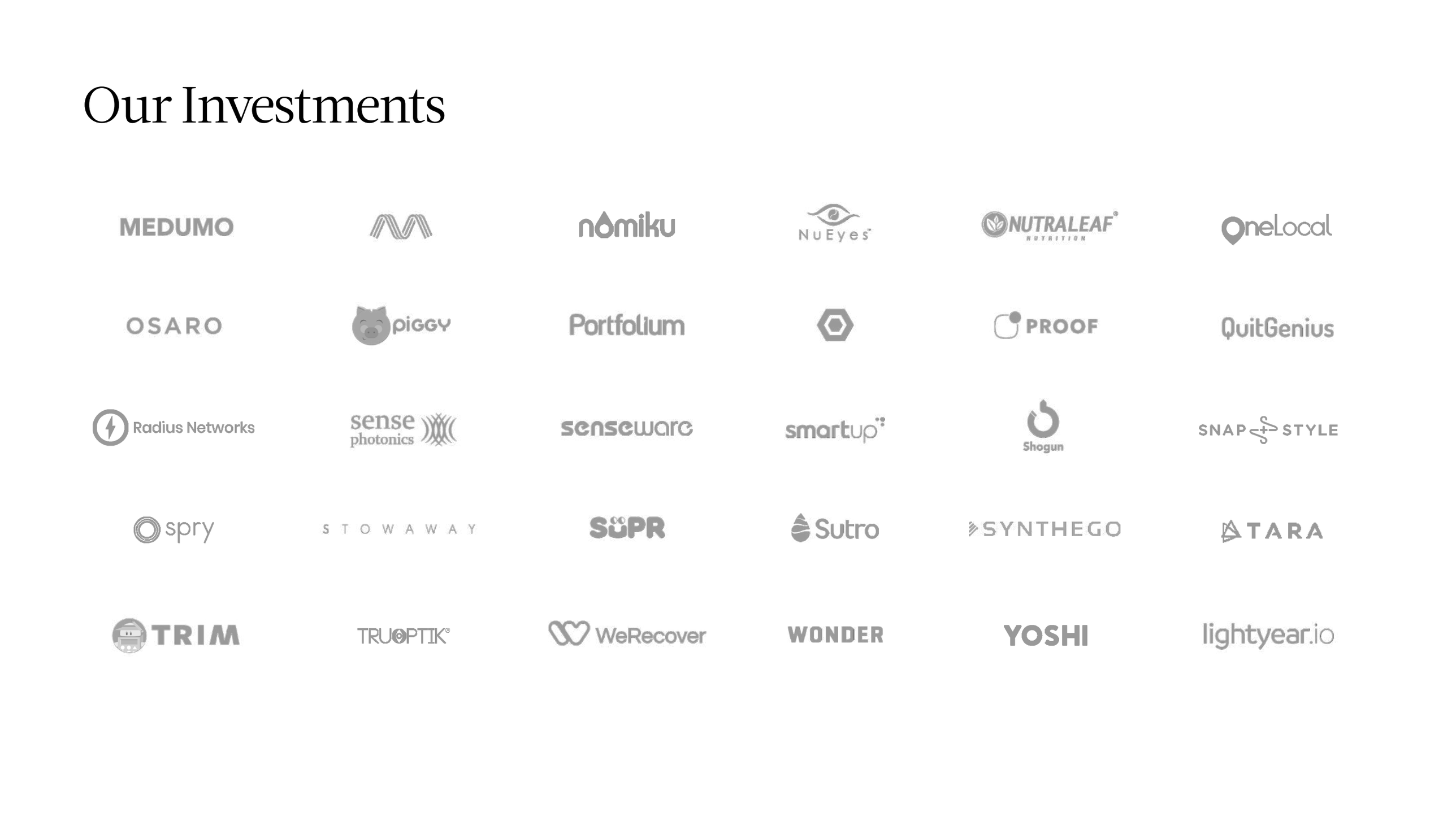








Our Investments



SEED
GROUP



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.



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.



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.



Sami Mekki

Director - Seed Tech

Sami is a highly skilled and dedicated 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 to participate in investigating international crimes against humanity.



Bachir Akhdar

Senior Director - 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.



Yusuf Latif

Senior Manager - Strategic Partnerships

Yusuf Latif brings over 12 years of international experience across technology, finance, mobility, and emerging sectors, with a proven record in driving strategic partnerships and market expansion. He builds high-impact cross-border collaborations, attracts foreign investment, and advances innovation-focused economic development in MENA, supporting the UAE's vision as a global hub for innovation and investment.

Senior Leadership Team



Priyanka Vijayan

Director - International Ventures

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



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.



Osama Smadi

Senior 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

Senior 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.



Dana Daghestany

Office Manager

Dana brings over five years of experience in operational leadership and strategic planning, anchored by a bachelor's degree in Entrepreneurial Management. She drives initiatives that advance corporate sustainability, optimize organizational processes, and foster business growth. Renowned for her strategic insight and exceptional management skills, she translates complex executive priorities into measurable outcomes, delivering lasting impact across the Group.

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 Elkhalili

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 eecent 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



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.



Marc Chammaa

Advisor

Marc Chammaa is an HR generalist with over 18 years of UAE experience who has worked in a variety of industries. 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 career development and growth of Seed Group team members.



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.



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.



Maysoun Ramadan

Life Sciences and Human Capital Advisor

Maysoun is a healthcare executive experienced in Fortune 500 Pharma and MedTech. Her work spans strategy, public affairs, communications, DE&I, oncology, women's health, and transformation. Hedgehog founder and Healthcare Businesswomen's Association Chapter Lead, she advises leaders on innovation, sustainability, and human-centric transformation. She is a Global 200 Women Power Leader and executive coach.



Management & Execution Team



Shahrazed Dahou

Director - Business Development

Shahrazed contributes to business growth through successful campaigns and maintaining long-term client relationships. With over 5 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.



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.



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.



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.



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



Kapil Ramani

Business Development Manager

Born and raised in the UAE, Kapil is a business development and partnerships professional with experience across the region's investment, technology, and private capital ecosystem. With a background in international business, he has worked closely with governments, financial institutions, and large enterprises across the GCC, driving strategic partnerships, commercial growth, and long-term value creation.



Victoria Hemby

Business Development Manager

Victoria has over 10 years of international experience, including five in the Middle East, specialising in venture capital, real estate investment, asset management, and cryptocurrency. She has led multi-billion-dollar investment strategies, managed institutional and VIP clients, and built high-impact partnerships with global brands. With a proven track record in scaling businesses and driving strategic growth, Victoria brings deep market expertise and a strong cross-sector network.



Omar Reslan

Business Development Manager

Omar 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.



MaryJoe Estiphan

Business Development Manager

MaryJoe has successfully negotiated and closed high-value deals, establishing profitable partnerships with key clients and stakeholders. Her strong communication and interpersonal skills enable her to build and maintain long-term relationships, while her keen business acumen allows her to identify win-win solutions that drive mutual growth and success.



Weam Suboh

Manager - Business Analysis

Weam brings more than 12 years of experience spanning marketing, sales, aviation, and various other industries. As a Business Analyst Manager at Seed Group, she specialises in analysing data and market trends, implementing lead nurturing strategies to maintain engagement, and optimising business processes. She is currently pursuing a master's degree in Strategic Management and Leadership to further enhance her proficiency and professional growth.



Management & Execution Team



Sari El Aawar

Senior Manager - International Ventures

Sari specialises in accelerating market entry and business development for international ventures across the UAE and GCC. With eight years of operational experience in the energy sector, he brings a technical perspective to commercial strategy—identifying solutions aligned with the region's strategic priorities and supporting partners in establishing and scaling their presence in the Emirates.



Irina Covrig

Senior Manager - International Ventures

Irina holds a Master's in Business Consulting and is a business development leader specialising in consultative B2B sales and multi-channel growth strategies. She previously led business development at Notamedia Group and held senior sales roles at Bayut–DUBIZZLE and in the UAE real estate sector, building strategic partnerships across the industry.



Fariza Saraimabayeva

Senior Manager - International Ventures

Fariza is a business development and investment professional with 10+ years of experience across the U.S., Central Asia, and the Middle East. She has managed a $210M family office portfolio, leading market entry and asset repositioning initiatives in New York, Dubai, and Doha. Fariza holds an M.S. in Real Estate Development from New York University and a Master of Law.



Ghazal Tavakol

Senior Manager - International Ventures

Ghazal is an experienced growth strategist specialising in business development, market expansion, and high-value partnerships across the Middle East. With a background in technology, consulting, and high-growth sectors, she helps international companies build revenue pipelines, navigate competitive markets, and strengthen their regional presence through targeted growth initiatives and cross-functional execution.



Celine Salloum

Business Operations Manager

Celine supports the Sales and Business Development departments by managing the sales funnel and optimising sales automation tools and CRM data. She holds a master's degree in finance and has over nine years of experience as a Quality Assurance Analyst at Thomson Reuters in the MENA region. She specialises in primary research, statistical analysis, and transforming complex data into actionable insights that drive continuous improvement.





Global Offices

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The road to success has
many road blocks...

...we don’t use roads.

