

# INTANGIBLE ECOSYSTEM PROFILE



## OVERVIEW

Soulify is a future-of-work talent partner that connects organisations with talent who are a deep fit in role requirements, organisational culture, soft skill and can contribute immediately. Moving beyond traditional recruitment, Soulify focuses on skills analysis, culture alignment and costs savings, helping organisations build agile teams while guiding candidates to roles where they can succeed in, from day one.



## STRATEGIC CONTRIBUTION

Soulify enables organisations to respond to rapid shifts in the nature of work by securing talent that can deliver value immediately. By prioritising adaptability, alignment, and readiness, they reduce hiring risk, accelerate integration, and strengthen organisational agility. Their approach helps companies build high performance teams while supporting individuals in navigating modern, fluid career pathways.



## LEADERSHIP

Non-Executive Director:  
David Marais



## CORE FOCUS

- Flexible and adaptive talent acquisition
- Culture-aligned recruitment and placement
- Readiness-focused candidate matching via state-of-the-art ATS+
- Support for dynamic roles and non-traditional career paths
- Workforce solutions aligned to changing work models



## TYPICAL ENGAGEMENTS

- Shortlisting ATS for large enterprises
- Culture-fit hiring for evolving teams
- Flexible talent acquisition solutions
- Targeted headhunting for adaptable, high-readiness candidates
- Bespoke solutions for both employers and job seekers in transitional work environments



## SECTOR/DOMAIN

- Recruitment
- Talent Acquisition
- Future of Work Solutions

Headquarters: Dubai, UAE

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