Company Profile · 2026

TUB Institutional Development

We enable organizations to reach the highest standards of management excellence

An integrated system of executive training, management diagnostic tools, and AI-powered business automation platforms.

Training
Accredited executive programs

Consulting
Precise management diagnostics

Technology
AI-powered automation

Acceleration
Business accelerators

What you will find in this profile

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A Saudi house of expertise in institutional capability development

TUB for Institutional Development is your strategic partner in institutional excellence — through executive training, management diagnostic tools, and AI-powered automation platforms. We combine deep advisory expertise with technological strength to deliver measurable solutions.

- Headquartered in Jeddah
- Regional presence
- Internationally certified experts

Our Mission

Empowering organizations to achieve management excellence through innovative training and technology solutions.

Our Vision

To be the leading partner for organizations across the region on their transformation and institutional development journey.

Our Values

Quality, integrity, innovation, and long-term partnership with our clients.

Four integrated pillars for your organization's transformation journey

From building human capability, to diagnosing performance, to smart automation and growth acceleration.

01 Training Courses

Accredited executive programs delivered by a select group of expert trainers, designed to build leadership capability in line with business needs.

- Leadership
- Human Resources
- Finance
- Project Management

02 Management Diagnostics

An in-depth assessment of departmental efficiency and organizational health, with gap analysis and a practical improvement roadmap.

- Departmental Efficiency
- Organizational Health
- Gap Analysis

03 AI Business Automation

Smart platforms that automate recruitment, task management, and customer service — freeing your team to focus on what is strategic.

04 Business Accelerators

An integrated system to accelerate the growth of emerging and established ventures, connecting entrepreneurs with a network of investors.

Tangible, measurable impact

+15
Years of collective experience

+200
Partner organizations

+5000
Executives trained

4
AI platforms

Why TUB?

- An elite group of internationally certified consultants and experts.
- Technology solutions built locally and ready to scale.
- Methodologies grounded in global research and measurement tools.
- Integrated support before and after project delivery.

Tools that measure your organization's maturity in minutes

Four interactive tools, each with 15 questions in a Yes / Partly / No format, giving you an instant assessment and the three most critical gaps to address.

Human Resources Diagnostic
Measures workforce management efficiency and job stability.

15 questions

Organizational Compliance Diagnostic
Measures alignment with regulatory and organizational requirements.

15 questions

Management Process Analysis
Compares the current state against the target and sets priorities.

15 questions

Financial Management Diagnostic
Measures financial control efficiency and reporting quality.

15 questions

Indicators aggregated from 200+ completed diagnostics

69%
Average management maturity

+27
Improvement points after the

Management maturity level — average results by pillar

Human Resources 72%

Smart business automation solutions

A suite of advanced technology platforms powered by artificial intelligence, purpose-built to automate your administrative operations and save time, effort, and cost.



JOXA.AI

Smart Recruitment Platform

An integrated solution for managing recruitment: automated CV screening and AI-driven preliminary interviews.



LOPX.AI

Resource Management and Cloud

A smart system for assigning and tracking tasks that enforces workflow governance and lifts team efficiency.



XVAL.CC

Smart Customer Service Agent

A virtual agent working around the clock to answer customer enquiries and resolve issues.



ERP · HR Coming soon

Comprehensive HR System

Integrated workforce planning for employee affairs, payroll, and career paths.

Platforms built to reduce operational load and free your team to focus on the highest-value work — with full integration and scalability.

Business Accelerators

An integrated system to accelerate the growth of entrepreneurs and connect them with investors through carefully structured investment opportunities and specialized mentorship — a shortcut through the launch cycle.

Integrated Resources

Advanced tools and resources supporting every stage of your venture.

Market Studies

Rigorous market analysis to support investment and expansion decisions.

Specialized Mentorship

Guidance sessions with experts and specialists to clear obstacles.

Investor Network

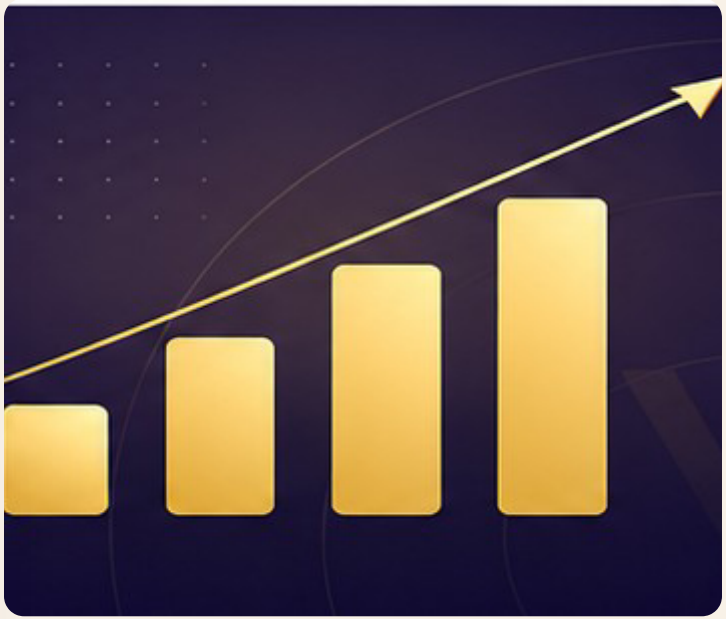
Direct access to active investors and institutions suited to

Investment Opportunities

Sourcing and evaluating high-quality opportunities

Execution Acceleration

Staged methodologies and advanced execution



+1,250

Explore our training programs

A varied portfolio of programs across disciplines, meeting the needs of individuals and organizations while strengthening efficiency and innovation.

- Artificial Intelligence
- Marketing
- Trading
- Animal Production
- Smart Organic Agriculture
- Digital Transformation
- Human Resources
- Science and Environment
- Economic Sciences
- Entrepreneurship
- Food Engineering
- **Custom Programs**
  Built around client needs

This is not the full list — customized tracks are designed around each organization's goals and needs.

Professional Community

A professional network that connects ambition with experience and opens new horizons for collaboration, learning, and sustained professional growth.

Professional Networking

Building effective professional relationships and networks.

Exclusive Opportunities

Access to distinctive roles and partnerships.

Continuous Development

In-depth content and events that support your growth.

Knowledge Sharing

Exchanging expertise with fellow specialists.

YOUR GATEWAY

Your gateway to an integrated professional community

Join a network of talent, experts, and entrepreneurs; take advantage of professional networking, continuous development, and the relationships that support your career growth.

+3,400
Active members

+120
Experts and mentors

+45
Events annually

Partners and Clients

We are proud of the network of partners and entities we work with to deliver solutions with real impact, held to global standards.

The Partners

DOMICOHOUSE

concentrix

UM6P University Mohammed VI Polytechnic

ONSSA

* Logos are displayed in accordance with the agreements in force with the respective entities.

Our Clients

- Startups and Entrepreneurs
- Private Companies and Institutions
- Government and Semi-Government Entities
- International Organizations and Civil Society
- Students and Academics

Success Stories

Cases that show how we turn a challenge into a measurable result through our integrated methodology.

Private sector

Raising HR management efficiency

Challenge: rising employee turnover and weak measurement tools. **Solution:** HR diagnostic + leadership program + workflow automation. **Result:** improved job-stability index.

-31%
Employee turnover

Entrepreneurship

Accelerating a startup to investment

Challenge: an incomplete business model and difficulty reaching investors. **Solution:** business model build + market study + investor network matching. **Result:** closed a pre-seed funding round.

14 weeks
To investment readiness

Semi-government entity

Automating administrative operations

Challenge: repetitive manual procedures at high operating cost. **Solution:** task automation on a smart platform with workflow governance. **Result:** a substantial reduction in completion time.

+42%
Operational efficiency

Global reference model · illustrative example

A growth culture as a lever for transformation — the Microsoft case

Contact Us

We welcome your enquiries and suggestions, and we are glad to answer every question through the available channels.

Email
info@tub.sa

Mobile / WhatsApp
0554440978

Location
Jeddah, Saudi Arabia

Working hours
Sat – Thu · 8 AM – 11 PM

tub.sa | linkedin.com/company/tub-sa

Your strategic partner toward institutional excellence — through executive training, management diagnostic tools, and smart automation platforms.

TUB · TRAINING UNITED FOR BUSINESS

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