

## elv8 and Unfold HR launch ExecSignal, a consent-based review of what senior leaders have said in public

ExecSignal gives leading organisations a private, sourced view of their leaders' public digital footprint, with written consent and human review, before anyone else looks.



**Abu Zabi, United Arab Emirates Oct 23, 2026 ([IssueWire.com](https://www.issuewire.com))** - elv8 LLC, a UAE-based creative and AI-driven growth studio, together with Unfold HR, has launched ExecSignal, a private, consent-based review of what senior leaders have said in public. A human analyst reviews every finding, and each one links to where it was found.

Senior leaders are more visible than ever across social media, professional networks and online publications. A comment made years ago, an overlooked post or a quote without its context can resurface during an appointment, an investment, a partnership or a press query. AI search and answer tools can now bring older content to the surface more easily.

In many organisations, the first look at a leader's public footprint is an informal search, done by whoever has the time. ExecSignal replaces that guesswork with a structured, consented and sourced review.

### How ExecSignal works

A review starts with one person: the executive who asks for it. They give written consent before anything begins. ExecSignal then reviews public posts, profiles, and indexed pages only. It does not use logins or private accounts.

The report separates confirmed accounts from unconfirmed matches, lists findings by category with a

link to each public source, shows reach and recent activity, and flags watch items for the next review. Organisations can extend the programme to other consenting leaders and follow with a quarterly review that shows what has changed.

Unlike social listening tools, which track mentions of a brand, ExecSignal looks at one named leader's own public record, with that person's consent.

*"Corporate reputation is no longer shaped only by what an organisation says. It is shaped by the public footprint of the people who lead it. That is a blind spot in corporate risk management. ExecSignal gives leaders a calm, private way to see that footprint first, with the facts and the sources, before anyone else does."*

Aju Abraham Thomas, Principal, elv8

ExecSignal combines elv8's experience in digital strategy, communications and technology-enabled analysis with Unfold HR's human resources practice, which sets the approach to consent, scope and fairness.

*"Understanding people takes more than collecting information. Context, fairness and professional judgement matter most when a person's reputation and career may be affected. Every finding must be supported by evidence, every conclusion considered carefully, and every review must respect the individual. That is what we bring to ExecSignal."*

Renold John, Unfold HR

## Consent and human oversight by design

- Written consent from each person before any review begins.
- Public sources only: no logins, no private accounts, and no private communications.
- No personality scores. Every finding is reviewed by an analyst and linked to its source.
- Each person can see their own report, ask for corrections, and withdraw consent at any time.

ExecSignal is designed around the principles of the UAE Personal Data Protection Law (Federal Decree-Law No. 45 of 2021). It is built for senior leaders whose public profile is closely intertwined with their organisation's reputation and image.

ExecSignal is now accepting enquiries for private executive reviews.

To request a confidential review, visit [execsignal.net](https://execsignal.net).

## About ExecSignal

ExecSignal is a private, consent-based review of what senior leaders have said in public, delivered by elv8 together with Unfold HR. Every finding is checked by an analyst and linked to its public source.

## About elv8

elv8 LLC is a UAE-based creative and AI-driven growth studio, using strategy, creativity and intelligent systems to shape how brands are understood, trusted and chosen. Website: [elv8.ae](https://elv8.ae)

## About Unfold HR

Unfold HR is an AI-native recruitment platform at the forefront of agentic HR, with human resources

practice at its core. Website: [unfoldhr.com](http://unfoldhr.com)

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