

# BullseyeEngagement Partners with Humantelligence to Transform Employee Development & Talent Management for Companies

*BullseyeEngagement adding AI Coach for employee talent management*

HOUSTON, TX, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- BullseyeEngagement Partners with Humantelligence to Transform Employee Development & Talent Management for Companies

The partnership combines AI-powered coaching and behavioral insights with a comprehensive performance management platform, empowering organizations to develop stronger, more engaged teams using one, easy platform.



BullseyeEngagement, a leading provider of cloud-based human capital management software, has announced a strategic OEM (Original Equipment Manufacturer) partnership with Humantelligence, a leading provider of AI workplace solutions, in order to elevate the ways that organizations develop, engage, and retain talent.

BullseyeEngagement will integrate Humantelligence's AI Coach into its talent solutions—from performance reviews and engagement surveys to succession planning, workforce planning, OKRs, and competency/skills assessment. Bullseye's talent development platform will now offer an all-in-one solution to building a resilient and high-performing workforce, supporting mid-market to enterprise clients seeking to reduce turnover, accelerate manager effectiveness and drive cultural alignment across the organization.

HT's AI Coach combines the power of psychometric science with generative AI to provide employees with instant, context-aware guidance on leadership, communication and team dynamics right within their flow of work, available 24/7. As a result, organizations can not only measure employee performance but also understand the “why” behind it.

Importantly, this partnership also signals a shift toward the next generation AI experience, moving from AI coaching to a comprehensive, adaptive [AI HR Advisor](#) that supports every level of people management.

## A Smarter, More Personalized Talent Experience

Organizations using BullseyeEngagement will now benefit from AI-powered nudges, personalized coaching prompts, and team dynamic insights without ever leaving their existing platform. Humantelligence's behavioral science engine works behind the scenes to align employee development plans with personality drivers, help managers tailor their feedback and communication styles, and create stronger team cohesion through real-time behavioral insights.

"This partnership with Humantelligence represents a major step forward in delivering a truly holistic talent management solution and the next generation AI experience in the form of an AI HR Advisor," said Adeel Zaidi, CEO of BullseyeEngagement. "By combining BullseyeEngagement's performance management and leadership analytics with Humantelligence's AI-driven coaching and psychometrics, we're enabling our clients to make smarter, faster people decisions—while building teams that are more engaged, aligned and productive."

Juan Betancourt, CEO of Humantelligence, echoed the sentiment. "Our AI Coach is all about unlocking self-awareness at scale. By embedding our technology into Bullseye's platform, we're bringing managers real-time insights into what makes their people tick AND giving employees coaching that actually resonates with how they think, communicate, and grow. HR and L&D leaders will now have a fully integrated platform that connects the dots between performance, behavior, and development—turning one-size-fits-all processes into personalized growth journeys. This is how you build culture from the inside out."

### Key Benefits

- More Effective Performance Conversations: Behavior-based prompts help managers tailor feedback and reduce bias, while employees get reviews and coaching that actually resonate.
- Goals That Motivate: AI suggests goal language tied to each person's motivators, making follow-through natural and more likely.
- Smarter Succession Planning: Identify future leaders based on cultural fit, leadership traits, and communication style, not just performance scores.
- More Meaningful 360s: Frame feedback through a personality lens to improve clarity, empathy, and actionability.
- Truer Engagement Insights: Personality-aware pulse surveys boost authenticity and reveal why engagement varies, not just where.
- Real-Time Manager Coaching: Dashboards now include team personality maps, compatibility scores, and nudges on how to lead each individual more effectively.

To learn more, visit [www.bullseyeengagement.com](http://www.bullseyeengagement.com)

### About Humantelligence

Humantelligence is a leader in providing solutions for improving hiring, collaboration, engagement and leadership through psychometric science and AI. Humantelligence's AI coach leverages psychometric science to provide real-time, contextualized guidance directly into the workflow of every employee. From individual contributors to team leaders and executives, HT's AI Coach adapts its coaching to each person's role, goals, and team dynamics, using an easy chat-like interface embedded within the tools teams use every day. As a result, employees

develop stronger leadership and collaboration skills and perform more effectively, while new hires build connection and stay engaged from day one.

#### About BullseyeEngagement

BullseyeEngagement is the leading global provider of cloud-based Human Capital management software tools. Our innovative solutions help organizations nurture their people talent from "hire-to-inspire". They offer a cloud-based human capital management platform designed to streamline and enhance various HR functions. Their modular software suite includes tools for performance management, employee engagement, succession planning, compensation planning, and more. The platform aims to centralize and simplify HR processes, making them more efficient and data driven. More information visit: [buslleyeengagement.com](https://buslleyeengagement.com)

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