

Entrepreneur **Gulf**

MARCH 2025

VOL 5 ISSUE 12

**SAUDI IS
BRIMMING WITH
INNOVATION:
ALL EYES ON
VISION 2030**

PAGE 07

**REDEFINING
LEADERSHIP
AND SUCCESS IN
THE **ENERGETICS**
INDUSTRY**

PAGE 34

**Transforming
Saudi Arabia's
Freight &
Logistics
Industry with
Innovation and
Operational
Excellence**

PAGE 36

COVER STORY PAGE 10

FOUNDER & CEO AT LOYAL PARTNERS

ABDULAZIZ AL SHAREEF

THE VISIONARY REDEFINING EXECUTIVE LEADERSHIP IN SAUDI ARABIA



ABDULAZIZ ALSHAREEF



FOUNDER & CEO OF



LOYAL PARTNERS
SUPREME TALENT SCOUTING

The Visionary Redefining Executive Leadership in Saudi Arabia

Visionaries often wander before they find their true calling. They chase dreams, stumble, and take unexpected turns. Each detour, though frustrating, shapes their journey. Like alchemists, they turn failures into stepping stones, rewriting their stories with strength. The road isn't straight—it twists, testing their will. But in the chaos of uncertainty, they carve their path. Entrepreneurs don't just follow dreams; they build them. The purpose isn't always clear at first, but through persistence, it reveals itself in ways they never imagined.

AbdulAziz M. Al-Shareef is one such visionary who thrives on transformation. His journey began in 1990 with a humble banking job, but

he was never one to stand still. By 1993, he had stepped into administration at Dalla Al Baraka, quickly rising to director level. In 1998, he joined Al Wataniya Poultry, overseeing HR, training, and legal affairs. Nine years later, as an executive director, he made a bold move—leaving the corporate world to build something of his own.

In 2008, he founded ASET, a consulting firm. But true leadership means knowing when to evolve. As Saudi Arabia's Vision 2030 reshaped industries, he saw an opportunity. In 2017, he launched LOYAL PARTNERS, focusing on business transformation. Then came the pandemic, halting industries and forcing another

“
Visionary
Leaders
Working
Toward
a Unified
Mission.”



FIKRI ALTOWAYAN



ABDULAZIZ AL SHAREEF



pivot. By 2023 - 2024, LOYAL PARTNERS had become Saudi Arabia's premier executive recruitment institution, dedicated to placing elite Saudi leaders in C-suite & VPs, Directors, and Board Member positions. With over three decades of expertise, AbdulAziz knows one truth—great businesses are built on great people. Today, he leads with a relentless drive to redefine executive recruitment.

Leadership Recruitment in Saudi Arabia

When AbdulAziz M. Al-Shareef founded LOYAL PARTNERS, he was taking on a challenge that had long loomed over Saudi Arabia's executive recruitment market. Foreign firms from Dubai, London, and beyond dominated the space, offering services without a deep understanding of the kingdom's culture, regulations, or workforce. The competition was fierce, but AbdulAziz saw an opportunity, not an obstacle.

LOYAL PARTNERS wasn't just another

“
**We don't
have a CEO
at the table—
only leaders.**
”

recruitment firm—it was a statement. It is a testament to local expertise, cultural insight, and a resolute belief that Saudi professionals deserve representation from those who truly understand them. The goal was clear: prove that a homegrown firm could outshine international players. Today, that vision is a reality. Companies now recognize that no one is better equipped to find, assess, and place Saudi talent than those who know the land, the people, and the pulse of the market.

Leading with Passion, Not Position

For AbdulAziz M. Al-Shareef, leadership isn't about titles—it's about trust, vision, and shared purpose. When he built LOYAL PARTNERS, he didn't hire employees; he cultivated leaders. “I don't recruit staff—I recruit partners,” he shares. His team doesn't just follow instructions; they take ownership, participate in strategic decisions, visit clients, and play an active role in shaping the company's future.

Hierarchy takes a backseat at LOYAL PARTNERS. AbdulAziz believes in collective leadership, where every voice matters. “We don't have a CEO at the table—only leaders,” he asserts. He involves his team in every major decision, fostering a culture of accountability and shared responsibility. Heated debates happen, but that's part of the process. It's why his team willingly works long hours—not out of obligation, but out of commitment. Some days, they put in 16-hour



shifts, working weekends and holidays because they genuinely believe in the mission.

A self-proclaimed workaholic, AbdulAziz thrives in the fast-paced world of executive recruitment. “If you love your job, it’s not work at all,” he shares. He dedicates 12 to 14 hours a day to building relationships, knowing that his product isn’t a service—it’s people. Though his work consumes most of his time, he takes short breaks to travel with his family, believing that true success comes from passion, not a perfect balance.

Redefining Executive Recruitment with a Vision for Global Expansion

Success is both about growth and redefining an industry. In the next five to ten years, AbdulAziz M. Al-Shareef sees LOYAL PARTNERS not

just as a leader in Saudi Arabia but as a global benchmark in executive recruitment. “There is no one in the world, not even in Saudi Arabia, doing what we do,” he expresses with conviction. Unlike traditional recruitment agencies, LOYAL PARTNERS operates with strict governance, compliance, and strategy, setting a new standard for executive hiring.

Despite lucrative offers for joint ventures and partnerships, AbdulAziz refuses to dilute his vision. “I don’t want people with just money—I want to prove that LOYAL PARTNERS stands alone,” he asserts. His goal is to cement the company’s reputation as the premier executive search firm, trusted by top government officials, industry leaders, and multinational corporations.

Expansion is inevitable. Once the firm secures its place at the pinnacle of Saudi recruitment,



“

If you are happy with what you have and what you are doing, then you already succeed.

”

the next step is global. He foresees companies from Europe and beyond seeking to replicate LOYAL PARTNERS’ model—adapting it to recruit executives in their regions with the same precision and cultural understanding that defines his firm’s success.

Success is a Mindset, Not a Destination

For AbdulAziz, success is simple—happiness. True achievement lies in enjoying the journey rather than chasing wealth or status. Many billionaires remain unfulfilled, proving that money alone does not guarantee contentment. “If you are happy with what you have and what you are doing, then you already succeed,” he says. Real success comes from staying focused, moving forward, and avoiding overthinking.

ABDULAZIZ AL SHAREEF

MOST VISIONARY
ENTREPRENEUR SHAPING
SAUDI ARABIA
THROUGH BUILDING
WORLD-CLASS
BUSINESSES IN 2025

He emphasizes discipline and lifelong learning for young professionals. The years between 20 and 35 define career growth, making hard work essential. He thinks social media can either be a distraction or a tool. Instead of mindless scrolling, platforms like YouTube can be used to gain knowledge, master languages, or develop new skills.

Avoiding Snapchat, TikTok, and Twitter, AbdulAziz relies on LinkedIn and WhatsApp for professional and personal connections. Many find this surprising, but for him, life without these platforms is freeing. Social media's impact depends entirely on how it is used.

Fluent in Arabic, English, and French, he taught himself French through YouTube, proving that growth is a choice. He believes success is a mindset and those who embrace learning and self-improvement will always find a way forward. 

