

Alwaleed Alkeaid

Sports Strategy, Governance & Talent Advisory

Helping federations, clubs, investors, and sports organizations build stronger systems, improve governance, hire better talent, and execute strategic growth across Saudi Arabia, the GCC, and global sport.



Founder of Saudi Sports Professionals Network |
Secretary General, Yoga Global Federation |
Former CEO, Saudi Boxing Federation

Book a Strategy Call →

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 www.alwaleedalkeaid.com

Saudi Arabia | GCC | Global Sport



A Sports Strategy Advisor Built for the New Era of Sport

Alwaleed Alkeaid is a sports strategy advisor working at the intersection of governance, growth, talent, and execution. With more than 15 years of experience across federations, clubs, sports events, entrepreneurship, and leadership, he supports organizations that want stronger structures, clearer direction, and better results.

His background spans executive leadership, institutional development, talent advisory, and public speaking across Saudi Arabia, the GCC, and global sport. He is known for combining strategic thinking with practical execution, helping decision-makers turn vision into action.



15+

15+ Years

S

Strategy

G

Governance

T

Talent

L

Leadership

Current and Previous Leadership Roles



- Founder, Saudi Sports Professionals Network
- Secretary General, Yoga Global Federation
- Member of the Executive Board, Asian Yogasana Sport Federation
- Former CEO, Saudi Boxing Federation
- Former Vice Chairman, Saudi Gymnastics Federation
- Former CEO, Saudi Hiking
- Former Country General Manager, ElCoach



How I Can Support Organizations

Focused advisory, recruitment support and executive communication for organizations that need clearer direction, stronger people and better delivery.

01

S

Sports Strategy & Governance Advisory

For federations, clubs, and sports organizations that need clearer strategy, stronger structure, better governance, and practical execution.

- Strategy development
- Governance review
- Operating models
- Organizational structure
- Stakeholder alignment
- Growth roadmaps
- Board and leadership advisory

02

T

Talent Advisory & Executive Search

Through SSPN, Alwaleed helps sports organizations identify, attract, and shortlist qualified technical, managerial, and executive talent.

- Role definition
- Talent mapping
- Candidate sourcing
- Shortlisting
- Interview support
- Reference checking
- Recruitment advisory

03

W

Speaking & Executive Workshops

For conferences, leadership programs, sports summits, universities, companies, and government entities.

- Sports leadership and governance
- Saudi sports transformation
- Building high-performing sports organizations
- Talent, execution, and institutional performance
- Personal transformation and leadership mindset



Authority & Proof

A legacy of leadership, execution and impact across sport, governance, talent and global platforms.

30,000+

sports talent network through SSPN

Founder of SSPN

specialized sports talent platform

Secretary General

Yoga Global Federation

Former CEO

Saudi Boxing Federation

Former Vice Chairman

Saudi Gymnastics Federation

Forbes-recognized

sports and wellness leader

First Saudi Ironman

full Ironman triathlon finisher

Speaker & Mentor

writer and media contributor

Cross-sector Experience

federations, clubs, events and sport

Worked With

Saudi Boxing Federation

Saudi Gymnastics Federation

Saudi Hiking

EiCoach

Yoga Global Federation

Asian Yogasana Sport Federation

Featured In

Forbes

Al Arabiya

MBC

Rotana

Spoken At

TEDx

Cityscape Global

Dubai Active

Mahd Academy

King Saud University

Leadership Roles

Founder, SSPN

Secretary General, YGF

Member of the Executive Board, AYSF

Former CEO, Saudi Boxing Federation

Former Vice Chairman, Saudi Gymnastics Federation



Let's Build Stronger Sports Organizations

For consulting, recruitment, speaking, advisory, media, or partnership inquiries, start the conversation.



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Available for advisory, speaking, recruitment support, strategic partnerships, and selected consulting engagements.

