



ATPI Appoints First Female General Manager in Saudi Arabia as Part of Strategic Expansion

1st July 2025

ATPI, a global leader in business travel and events management, has appointed Zara Higgins as General Manager for the Kingdom of Saudi Arabia, signalling its commitment to the Kingdom and its alignment with the ambitions of Vision 2030.

This appointment is a significant milestone for Arjaa ATPI – the joint venture between ATPI and the esteemed Saudi-based Al Majdouie Group.

Zara will lead Arjaa ATPI's Saudi Arabia operation, overseeing the delivery of advanced business travel solutions, strategic growth initiatives, and the development of a high-performing local team. Her focus will be on deploying innovative travel technology, enhancing service efficiency, and ensuring an exceptional client experience across the Kingdom.

Zara will also retain her role of Global Head of Energy for the ATPI group to drive continued growth across the energy sector.

This appointment is particularly noteworthy as Zara becomes the first female leader within Arjaa ATPI and within the corporate travel sector in Saudi Arabia. This reflects the progressive leadership of the Al Majdouie Group, who continue to position themselves as trailblazers across the Kingdom. By empowering women in leadership roles, the Group is contributing meaningfully to the Kingdom's evolving economic and social landscape in alignment with Vision 2030's goals for diversity and inclusion in the workforce.

"Being appointed to lead the operation in the Kingdom of Saudi Arabia at such a transformative time is a real privilege," Zara commented. "This is an incredible time to be joining the business as Saudi Arabia is a market with significant opportunities, innovation, and ambition. I am committed to supporting our team, clients, and the industry with cutting-edge travel solutions, through investing in local talent and technology. My ambition is for Arjaa ATPI to lead the way and transform the business travel sector across the Kingdom"

Lynn Coutts, Managing Director for the Middle East at ATPI, commented:

“Zara’s appointment is a proud moment for Arjaa ATPI and a reflection of our belief in investing in exceptional talent to lead our regional growth. Zara brings a wealth of experience, a strong focus on innovation, and a collaborative leadership style that aligns perfectly with our goals in the Kingdom. We are confident she will make a lasting impact.”

Under Zara’s leadership, Arjaa ATPI will continue to evolve its offering in line with local market needs, focusing on automation, sustainability, duty of care, and operational excellence. This strategy supports businesses across Saudi Arabia as they scale up and modernise their travel operations, in line with the broader ambitions of Vision 2030.

Arjaa ATPI, formed through a strategic partnership between ATPI and the Al Majdouie Group, offers clients in Saudi Arabia access to world-class travel management capabilities, powered by global technology and delivered with local expertise. The joint venture combines ATPI’s international network and technology leadership with Al Majdouie’s deep-rooted presence and reputation in the Kingdom.

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Photo caption: *Zara Higgins, Arjaa ATPI General Manager Saudi Arabia & Head of Energy*

About Arjaa ATPI

Arjaa ATPI is a joint venture between the ATPI Group and Al Majdouie Group, providing premium business travel solutions across the Kingdom of Saudi Arabia. The partnership delivers global travel expertise supported by local knowledge, infrastructure, and service excellence. The Al Majdouie Group continues to demonstrate industry leadership through its support for innovation, workforce empowerment, and inclusive leadership development.

About ATPI Group

The ATPI Group is a global leader in travel management for corporate, marine, energy, sports and events sectors. Under its **ATPI Evolve** framework, the company integrates sustainability, governance, and innovation into its core operations. ATPI holds a **Silver EcoVadis Medal** for its ESG performance and offers industry-leading services through **ATPI Halo**, its sustainability and carbon management platform.

More information: <https://www.atpi.com/en>