



# Azran Osman-Rani

Business Builder, Investor, Speaker, Author  
CEO and Co-Founder, Naluri -- Former CEO of AirAsia X,

*A Builder of Businesses and a Leader of Teams  
from Start-up to IPO. Azran talks about  
Practical Ideas to Infuse an Entrepreneurial  
Spirit and an Innovator's Mindset*

# Azran Osman-Rani

## his business experience

Azran Osman-Rani passionately believes that organisations and corporations can deploy similar structures, focus and creativity that single-minded entrepreneurs have used to create break-through business models and innovative products and services.

He is the founder of Naluri Hidup, a digital health technology company providing a cost-effective, accessible digital solution to provide mental health and wellness support. He is active in the internet technology space as a co-founder and investor to iflix, MoneyMatch, Cognifyx, and YellowPorter.

Azran was previously CEO of iflix in Malaysia and its Group COO – a disruptive internet television video-on-demand service that was launched in 2015, and now operates across over 30 markets across Asia, Middle East and Africa.

Prior to that, Azran was the founding CEO of AirAsia X, the world's pioneer low-cost long-haul airline. He led the start-up team that developed the business plan, raised capital, secured relevant licenses, and launched AirAsia X's first flight in November 2007.



# Azran Osman-Rani

## his business experience (cont'd)

Azran was formerly an Associate Partner of McKinsey & Company, with its Asia Pacific Corporate Finance & Strategy Practice, and with the management consulting firm of Booz Allen & Hamilton.

He chairs the Advisory Board for the Asia Business Centre, Curtin Business School in Australia. He is a Non-Executive Director of Apex Investment Services in Malaysia and held past board positions with PT XL Axiata in Indonesia and Tourism Malaysia. He is the Chairman of the Young Presidents' Organization's Malaysia Chapter.

Azran has delivered hundreds of presentations, sharing real-life experiences in revolutionizing traditional 'old economy' industries and developing 'new economy' media and technology businesses and shows that world-beating breakthrough innovation need not be high tech or complex. He shares practical ideas to infuse an entrepreneurial spirit and an innovator's mindset to any organization.



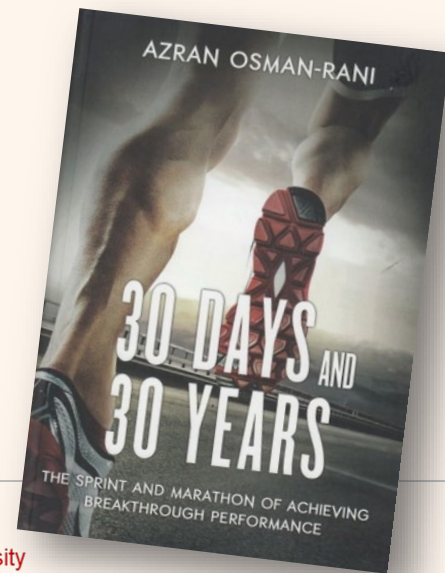
# Azran Osman-Rani

his book

## ***30 Days of Curiosity and 30 Years of Purposefulness: The Sprint and Marathon of Achieving Breakthrough Performance***

Unexpected factors can cause a business or project plan to be tossed out the window in the blink of an eye. If you are a Board member, a CEO, a top or mid-level executive, a start-up entrepreneur or just a person with a big dream, what do you do when your plans go awry? How can you make a difference in what you do? Why is a different approach vital to success in this fast, ever-changing, volatile world? How can you stay on course to achieve your long-term vision?

A fresh and unorthodox take on creating an entrepreneurial culture that can transform how businesses operate. Highly engrossing and thought-provoking, this book is a must read for all who want to break organizational norms.



### **Chapter Titles:**

- Nothing Goes According to Plan
- Disrupting the Status Quo with Curiosity
- Leading with Purposefulness: The 30-Year Dent in the Universe
- Structuring New Ventures: Bet on the Team, not the Business Plan
- Hiring for Curiosity and Purposefulness
- 30-Day Sprints: High-Speed Communications
- Performance Management Based on Curiosity and Purpose
- Structured Peer Groups and Coaching as Powerful Curiosity and Purpose Mirrors
- Running Board Meetings with Curiosity and Purpose
- The Science of Curiosity and Purpose

# Azran Osman-Rani

## Speaking Topics

The messages Azran shares on **disruptive innovation** and **challenging the status quo**, building brands in emerging markets, shaping an innovative organizational culture and attacker's mindset, developing leaders and scaling businesses – all from direct personal experiences. His **first-hand authenticity connects with audiences**. He shares practical examples of management practices he has used, which can be applied to any organization, big or small, private or public sector – with the right leadership mindset and drive.

- **Disruptive Innovation and Challenging The Status Quo**
- Harnessing the Entrepreneurial Spirit
- **Building Brands in Emerging Markets**
- Achieving Global Business Growth through Leadership and Innovation
- **Shaping an Innovative Organisational Culture and Attacker's Mindset**
- Developing Leaders and Scaling Businesses



# Azran Osman-Rani

## Key facts

Currently ...

- Founding CEO of **Naluri Hidup** Sdn Bhd.
- Active in the Internet technology space as a co-founder, investor and advisor to **iflix**, **MoneyMatch**, **Cognifyx**, and **YellowPorter**.
- Chair - Advisory Board for the Asia Business Centre, **Curtin Business School**.
- Chairman -- **Young Presidents' Organization** (YPO) Malaysia Chapter.
- The author of **30 days and 30 Years**.
- **Professional speaker**

Formerly ...

- CEO of **iflix** in Malaysia and its Group CIO.
- Founding CEO of **AirAsia X**.
- Senior Director of Business Development for **Astro All Asia Networks** plc.
- Associate Partner of **McKinsey & Company** in Corporate Finance & Strategy
- Management Consultant with **Booz Allen & Hamilton**.
- Non-Executive Director of **Apex Investment Services** in Malaysia.
- Held Board positions with **PT XL Axiata** in Indonesia and **Tourism Malaysia**.
- Holds a Masters degree in Management Science & Engineering and a Bachelors degree in Electrical Engineering, both from **Stanford University**.



## Useful links for Azran Osman-Rani:

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