



**Asia's leading Business Innovator
CEO of Naluri**

Azran is one of the leading business innovators in Asia. As someone who has built, and continues to build, 'attacker' businesses and lead teams from start-up to IPO, Azran 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.

In July 2007, at the age of 36, Azran was appointed as 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. In July 2013, AirAsia X became a public-listed company, the first ever long-haul LCC airline to do so. Two years later Azran left AirAsia X and joined iFlix Group as its group COO and CEO of iflix Malaysia. Launching in Malaysia, Thailand, the Philippines, Indonesia and Vietnam during 2015, iflix is Asia's leading Internet TV service. In December 2017 Azran Osman-Rani has stepped down as iflix Malaysia CEO to focus on building his new start-up Naluri Hidup. He is now CEO and co-founder of Naluri Hidup, a health tech startup based in Malaysia, targeting the Malaysian market to apply digital therapeutics in a localised and personalised way. The digital health technology platform combines behavioural science and psychology, data science, and digital design to help its users make healthy lifestyle habits stick and become long-lasting.

Azran is also an investor and board member of MoneyMatch, a local fintech company and he chairs the Advisory Board for the Asia Business Centre, Curtin Business School in Australia. He holds Board positions with PT XL Axiata in Indonesia, and Apex Investment Services in Malaysia. He also advises start-ups and high-growth businesses. He holds a Master's degree in Management Science & Engineering and a Bachelor's degree in Electrical Engineering, both from Stanford University. He is a Fellow of CPA Australia. In addition to leadership roles in the aviation, media & technology, and capital markets sectors, Azran is a former McKinsey & Company and Booz Allen & Hamilton management consultant, and a Stanford University alumnus. He is an Ironman triathlete and loves adventure travel.

Azran has delivered hundreds of presentations, sharing his experiences of being the founding CEO of AirAsia X and growing the start-up "disruptive innovator" airline to corporations, institutional investors, government agencies, and educational institutions around the world. He brings real-life hands-on experience 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.

Topics (Selection):

- Disruptive Innovation and Challenging The Status Quo
- Building Brands in Emerging Markets
- Shaping an Innovative Organisational Culture and Attacker's Mindset
- Developing Leaders and Scaling Businesses