



AZRAN OSMAN-RANI

Disruptive Innovator

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 breakthrough business models and innovative products and services.

He is currently active in the internet technology space as a co-founder, investor and advisor, bringing to bear his expertise in mass-market consumer marketing and scaling organisations across Southeast Asia. He is the Co-Founder and CEO of Naluri, a health technology start-up. He is also an investor and advisor to iflix, MoneyMatch, Cognifyx, and YellowPorter.

He was previously the CEO of iflix in Malaysia and its Group COO – a disruptive internet television video-on-demand service that was launched in Kuala Lumpur in May 2015, and now operates across over 20 markets across Asia, Middle East and Africa with 650 employees after only two years from launch.

iflix™



Previously he 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.

AirAsia X since expanded from one aircraft to 26, employing over 2,500 staff, and approximately US\$1 billion in annual revenue in 2014. In July 2013, AirAsia X became a public-listed company, the first ever long-haul LCC airline to do so.



TEDX

Azran led the development of AirAsia X's business model that broke many long-haul airline conventions and pioneered various innovations including the 2013-2014 Skytrax World's Best Low-Cost Airline Business Class flatbed seats, Quiet Zone, Fly-Thru connections, Seat assignments and upgrade options, and In-flight entertainment services. It operates the world's lowest airline unit cost and the world's highest aircraft utilization, while maintaining industry leading engineering reliability and on-time performance. AirAsia X was awarded the Centre of Asia Pacific Aviation's Best New Airline in 2008 and shared the Airline of the Year 2009 award with AirAsia Berhad. It was featured in 'BOLD: How to be Brave in Business and Win' by Shaun Smith.

Prior to AirAsia X, Azran was formerly the Senior Director of Business Development for Astro All Asia Networks plc, where he led the start-up and business building of Astro's media, creative content, and technology investments and joint ventures across Southeast Asia, India and Greater China.

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.



astro



McKinsey & Company



In addition to pursuing his own entrepreneurial passions, he currently 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 also advises start-ups and high-growth businesses through Endeavor Malaysia, Kairos Society, and the Cyberview Living Lab Accelerator programme. He is the Chairman of the Young Presidents' Organization's Malaysia Chapter.

He holds a Masters degree in Management Science & Engineering and a Bachelors degree in Electrical Engineering, both from Stanford University. He is a Fellow of CPA Australia.

He is 45 years young, an Ironman triathlete, a competitive ultimate Frisbee player, and an adventure traveler.