

Azran Osman-Rani

BREAKTHROUGH MINDSETS FOR BREAKTHROUGH PERFORMANCE

Azran is currently the founding CEO of [Naluri](#), a digital health technology company that helps its users manage chronic disease risks through behavioural and psychological coaching and digital tools to make it accessible and affordable.

As a serial business builder and entrepreneur, he chronicles his lessons learned from all of his business building experiences in his book, [30 Days and 30 Years](#).

Azran is a [professional speaker](#) and rated as London Speaker Bureau's most booked Asian speaker for 2017, 2018 and 2019, and Top 10 globally, sharing his hands-on experiences with disruptive innovation, challenging the status quo, corporate entrepreneurship and agility.

He has been invited to speak in New York, London, Copenhagen, Paris, Geneva, New Delhi, Tokyo, Shanghai, Hong Kong, Sydney, Melbourne, Singapore by leading multinational organisations including Prudential plc, AIA, Microsoft, SAP Ariba, Sanofi Pasteur, Pfizer, Boehringer-Ingelheim, Volvo, Shell, PETRONAS, Intel, Dell, Fedex, Ernst & Young, IMD, Institute of Directors Denmark, and Singapore Institute of Management.

He is also Endeavor Malaysia's 2017 [Mentor of the Year](#).

He shares a wealth of experiences of overcoming adversity, moving on from failure and handling extreme anxiety and pressure, through building mental resilience both personally and professionally. Personally, he was involved in a serious car accident while cycling as part of his triathlon training in 2018, causing multiple traumatic brain, spine and other musculoskeletal injuries. He overcame bouts of depression and bounced back to Ironman triathlon racing in less than 6 months.

Professionally, he has had to navigate multiple crises as the founding CEO of AirAsia X, from keeping the company alive through the 2008 global financial crisis when all aircraft financiers withdrew support, extreme oil price volatility that forced 50 other airlines into bankruptcy and overcoming multiple natural disasters that significantly disrupted airline operations, including the 2010 Icelandic volcanic eruption, 2011 Japanese earthquake, tsunami and nuclear disaster, and the 2012 Christchurch earthquake – all while growing the airline from start-up business plan to a USD1 billion annual revenue business and an IPO in 2013, 6 years after its launch.

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 30 markets across Asia, Middle East and Africa with 700 employees less than three years from launch.

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](#).

In addition to pursuing his own entrepreneurial passions, he currently is the Chairman for [MoneyMatch](#), a fintech startup, a Non-Executive Director of Apex Investment Services in Malaysia and sits on the Axiata Foundation Board of Trustees. He is on the Industry Advisory Board for Sunway University Business School and the International Medical University. He held past Board positions with [PT XL Axiata in Indonesia](#) and Tourism Malaysia. He also Chaired the [Advisory Board for the Asia Business Centre, Curtin Business School in Australia](#).

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 48 years young, an Ironman triathlete, a competitive ultimate frisbee player, and an adventure traveler.

