

DATUK WIRA DR AZIZAN OSMAN D.C.S.M

CA (M) FCMA, CGMA (UK) Affiliate (MAICSA)

| Business Growth Mentor | Founder RichWorks International
| Professor of Practice Asia e-University | PhD Asia e University
| MScM University of Salford | LL.M & MBA (Candidate)



*Talks about #branding, #marketing, #leadership,
#strategic management and #business growth strategy*

I have the honor to serve as the Board Chairman of Richworks International, our consulting business focusing on transforming and growing businesses to improve their turnover and performance.

I have been consulting top high growth entrepreneurs and CEOs in Southeast Asia on how to dramatically grow their revenues and profits by implementing the most effective business strategies, which has contributed to over MYR 3.7 billion annual turnover in 2022.

PROFESSIONAL EXPERIENCE

Founder and Board Chairman

Venture Capitalist | Business Growth Consultant & Strategist

Richworks Group of Companies

2008 - Present

- *Responsible for leading the Board and focusing it on strategic matters, overseeing the Group's business and setting high governance standards*
- *Responsible for ensuring that there is effective communication with the Senior Leadership Team and acting as a sounding board for the CEO*

Portfolios

- **Education**
Richworks International Sdn Bhd
ISM School of Management
- **Property**
Richworks Land Sdn Bhd
Richworks Holdings Sdn Bhd

- **Corporate Services**
Richworks Corporate Services Sdn Bhd
- **4As Accredited Advertising Agency**
ABC Mediaworks Sdn Bhd

Non-Independent Non-Executive Director (Board Member)

ManagePay Systems Berhad (MPay)
A Public Listed Company (Bursa Malaysia)
2022 – Present

- *Oversee and scrutinize the decisions and conducts of the management and the Executive Directors*
- *Act as independent advisor or director to help the company achieve its goals*

Organizational Head and Managing Director

Channel Direct Asia Sdn Bhd
(Member of The Cobra Group of Companies)
2001 - 2008

- *Responsible and specialize in integrated marketing and advertising, with over 10 years of experience in conducting and managing marketing campaigns for companies from SMEs to large corporations*
- *Projects include Telekom, DIGI, Celcom, HSBC, Standard Chartered, spilling over to fund raisers for Worldwide Fund for Nature (WWF-Malaysia) and MAKNA, the Malaysian Cancer Society*

Self Employed Entrepreneur

Diversified
1998 - 2000

- *Embarked on an entrepreneurial journey, exploring diverse opportunities and building a career during the formative young adult years*

Futures Broker Representative

RHB Futures Sdn Bhd. Melaka
1996 - 1998

- *Forged a dynamic career foundation as a Futures Broker Representative, shaping the financial landscape in my early professional years*

HONORS, AWARDS AND RECOGNITIONS

Darjah Cemerlang Seri Melaka (D.C.S.M)

During the commemoration of the 71st birthday of Tun Seri Setia Dr. Mohd Ali Bin Mohd Rustam in October 2020, the state ruler, Yang-di Pertua Negeri of Melaka presented Dr. Azizan the state award, the Darjah Cemerlang Seri Melaka (D.C.S.M) with the title of '**Datuk Wira**' for his meritorious deeds in building the nation through entrepreneurial education.

Credentialed Master Coach

International Coach Guild Australia

Issued Jun 2017

UC Berkeley Certified Executive Coach

Berkeley Executive Coaching Institute

Issued Feb 2018

Marshall Goldsmith Certified Executive & TEAM Coach

Marshall Goldsmith Stakeholder Centered Coaching

Issued Feb 2019

Britishpedia Most Successful People 2022

By Britishpedia Malaysia Edition

Awarded for significant influence in Malaysia through leadership and innovative contributions

Nona Men's Business Mentor Award 2021

By Nona Superhero Award

Recognized for exceptional mentorship, providing invaluable guidance and support to emerging entrepreneurs

Brand Leadership Awards 2020

By The Brand Laureate e-Branding

Acknowledged for exemplary brand leadership, driving remarkable success through innovative strategies

Top 50 Marketing & Advertising Leaders Award 2019

By MADCon Marketing and Advertising Conference Dubai

Esteemed for outstanding expertise in marketing and advertising, reshaping strategies in competitive markets

Entrepreneur Influencer of The Year 2019

By Malaysia SME & Entrepreneurs Business Awards

Distinguished for exerting profound influence on the entrepreneurial community with innovation and strategic acumen

Master Entrepreneur Creators 2017-2018 Premier Edition

By Malaysia SME & Entrepreneurship Business Award

Commended for consistently demonstrating exceptional entrepreneurial skills and contributing to Malaysia's business landscape

The 100 Most Influential Young Entrepreneur Award 2017

By Entrepreneur Insight

Recognized as a trailblazing young entrepreneur, significantly influencing industries with fresh perspectives and groundbreaking ideas

Best Business Mentorship Provider for Regional Brands 2017

By Asia Halal Brand Awards

Acknowledged for offering unparalleled mentorship that propelled regional brands to new heights, setting a benchmark for industry excellence

EDUCATION, ACADEMIC, RESEARCH AND AFFILIATIONS

ACADEMIC PURSUITS AND QUALIFICATIONS

Alumni Columbia Business School, USA

Alumni Northwestern University Kellogg School of Management, USA

Alumni of IMD Business School, Switzerland

Chartered Accountant (Malaysia)

Malaysian Institute of Accountants (MIA)

Fellowship of CIMA (FCMA)

Chartered Global Management Accountant (CGMA)

The Chartered Institute of Management Accountants (CIMA), UK

Fellow of Chartered Institute of Marketing (FCIM)

Chartered Institute of Marketing (CIM), UK

PhD in Business Administration

PhD Research Title: Effect of Business Coaching on Growth and Performance and the Moderating Role of Competitive Advantage in Small Medium Enterprises in Malaysia

Asia e-University, Malaysia

Doctorate Degree Business Administration (DBA)

DBA Research Title: A Survey For Measuring the Effectiveness of Business Coaching On Bumiputera Business Owners: Case Study of Richworks

Southwest State University, Russia

Master of Science in Marketing (MScM)

University of Salford, Manchester, UK

Diploma in Investment Analysis

University Technology of Mara, Malaysia

High Performance Board Program

IMD Business School, Switzerland

Candidate of Executive MBA

IMD Business School (Expected to Graduate in December 2023)

Candidate of Master in Law (LL.M) (Pursuing)

University of Cumbria, UK (Expected to Graduate in January 2024)

Candidate of Global MBA (Pursuing)

University of Manchester, UK (Expected To Graduate In June 2025)

PERSONAL LIFE AND INTERESTS

HOBBIES AND INTERESTS

- Traveling
 - Reading, Learning
 - Mentoring, Coaching, Teaching
 - Fitness Workout
 - Long Distance Speed Driving
 - Jet-Skiing
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- **Language Proficiency** in English, Malay and Mandarin
 - **Born in Kota Bharu, Kelantan on 14th November 1974** to Hj Osman Yusop and Hjh Mariah Ahmad
 - **Married** Datin Wira Hasdiana Ahmad

CONTACT

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