

DATUK WIRA DR AZIZAN BIN OSMAN

PROFESSIONAL SUMMARY

A highly accomplished business leader and scholar with a proven track record in business growth, strategic consulting, and entrepreneurship development. Possesses extensive experience in transforming businesses, driving revenue growth, and implementing effective business strategies. Committed to advancing knowledge through research and publication, with a focus on entrepreneurship and innovative technology

PROFESSIONAL EXPERIENCE

Founder & Board Chairman,

Richworks Group of Companies (2008 – Present)

- Led the Board in strategic matters, overseeing business operations, and setting high governance standards
- Ensured effective communication with the Senior Leadership Team and acted as a sounding board for the CEO
- Contributed to over MYR 2.7 billion annual turnover in 2023 through consulting top high-growth entrepreneurs and CEOs in Southeast Asia

Non-Independent Non-Executive Director (Board Member),

ManagePay Systems Berhad (MPay) (2022 – Present)

- Oversaw and scrutinized the decisions and conducts of the management and the Executive Directors
- Acted as an independent advisor to help the company achieve its goals.

ADDITIONAL PROFESSIONAL EXPERIENCE

Organizational Head & Managing Director (2001-2008) Channel Direct Asia Sdn Bhd (Member of The Cobra Group of Companies)

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

PROFESSIONAL QUALIFICATIONS

- 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
- The Malaysia Chartered Institute of Chartered Secretaries and Administrators (MAICSA)
- Fellow of Chartered Institute of Marketing (FCIM), The Chartered Institute of Marketing (CIM), UK
- Chartered Management Consultant (MCMC ChMC), UK
- Fellow of Institute Certified Business Consultant (FICBC), UK
- Certified Train The Trainer (TTT) by HRDCorp
- Berkeley Coaching Institute, Certified Coach
- Marshall Goldsmith Certified Coach



CONTACT

 Datuk Wira Dr Azizan Osman
<https://www.linkedin.com/in/azizanosmanofficial>

ACADEMIC QUALIFICATIONS

- **PhD in Business Administration, Asia-e University, Malaysia.**
Research Title: Effect of Business Coaching on Growth and Performance and The Moderating Role of Competitive Advantage in Small Medium Enterprises in Malaysia (<http://ur.aeu.edu.my/1064/>)
- **Master of Science in Marketing (MScM), University of Salford, Manchester, UK**
Thesis: Harnessing the Impact of Facebook Live marketing for Malaysian SME's in the Beauty Industry
- **Master of Law (Corporate Governance), University of Cumbria**
Title of dissertation: Comparative Analysis of Legal Regulatory Frameworks for Investor Protection in Peer-To-Peer (P2P) Lending: A Case of Malaysia and Indonesia
- **Diploma in Investment Analysis, University Technology of Mara, Malaysia**

ALUMNI AFFILIATIONS

- Alumni of Manchester University, UK
- Alumni of University of Cumbria, UK
- Alumni of Asia e University, Malaysia
- Alumni of Columbia Business School, US
- Alumni of IMD Business School, Switzerland
- Alumni of Northwestern University Kellogg School of Management, USA
- Alumni of UiTM, Malaysia

ADDITIONAL EXPERIENCE

- Co-facilitator for Executive Coaching Bootcamp at Berkeley Coaching Institute, USA

AWARDS AND RECOGNITIONS

- The Board of Governors of The World Brands Foundation
- Professor of Practice, Asia e University
- Named "Successful Malaysia of 2022" by Britishpedia
- Darjah Cemerlang Seri Melaka (D.C.S.M) which carries the honorary title "Datuk Wira"
- The Brand Laureate e- Branding Brand Leadership Award 2020
- Top 50 Marketing & Advertising Leaders Award by MADcon Marketing & Advertising Conference in Dubai 2019
- Entrepreneur Influencer of the Year by Malaysia SME & Entrepreneurs Business Award 2019
- Master Entrepreneurs Creators by Malaysia SME & Entrepreneurs Business Award 2017-2018 Premier Edition
- The 100 Most Influential Young Entrepreneurs Award by Entrepreneurs Insight 2017
- Best Business Mentorship Provider for Regional Brand by Asia Halal Brand Awards 2017
- World Class Credential Master Coach by The International Coach Guild (ICG) Australia 2017

RESEARCH AND PUBLICATIONS

- Contemporary Issues in Entrepreneurship and Innovative Technology: Environmental Orientation and Industry 4.0: Mediating the Role of Environmental Marketing in an Emerging Economy by Kashif Ali, Azizan Osman, Thavamaran Kanesan, Liang Rui, Raem Abdulrahman Alfaisaly & Abdul Rahman Saleh Alalyani.
(https://link.springer.com/chapter/10.1007/978-3-031-50927-8_3)

The Concept of Marketing Mastery P.O.W.E.R. Map Model for Start-Up Entrepreneurship

(https://www.academia.edu/53162623/The_Concept_of_Marketing_Mastery_P_O_W_E_R_Map_Model_for_Start_Up_Entrepreneurship)

- Business Development Through Innovative Marketing And Mentoring Program By Richworks Group: A Case Study
https://www.academia.edu/34860108/BUSINESS_DEVELOPMENT_THROUGH_INNOVATIVE_MARKETING_and_MENTORING_PROGRAM_BY_RICHWORKS_GROUP_A_CASE_STUDY)
- The Impact of COVID-19 on SMEs in Malaysia and Recovery Strategies
(https://www.academia.edu/49580681/The_Impact_of_COVID_19_on_SMEs_in_Malaysia_and_Recovery_Strategies)

SKILLS

- Business Growth Strategies
- Strategic Planning
- Executive Coaching
- Entrepreneurship Development
- Leadership
- Management
- Branding & Marketing Strategy
- New Business Development
- Public Speaking
- Team Leadership
- Business Planning
- Marketing
- Business Development
- Sales
- Advertising
- Consulting

LANGUAGES

- Bahasa Melayu
(Native and Bilingual Proficiency)
- English
(Professional & Working Proficiency)
- Mandarin
(Professional & Working Proficiency)

REFERENCES

- Available upon request