

MEET THE BOSS

Ruslan Kogan

Running Australia's largest online technology store means there's little variation between work and play for the founder and chief executive of Kogan.com, Ruslan Kogan. "People go into business to not have a boss," he says. "But I'm reporting to 20 million people in Australia and 60 million in the UK, so I'm rolling over and checking my email from bed at night."

Kogan, who famously started Kogan.com from his parents' garage at age 23, says age means nothing in his field. "The beautiful thing about the internet is that it has shattered barriers to entry in

a lot of industries," he says. "It makes no difference how old you are, as long as you can deliver what you promise."

Kogan is comfortable with his reputation as someone who is shaking up traditional retail models. "It's just happened. We are in the most competitive industry in the world and we're changing the paradigm of how technology is manufactured and sold," he says.

"We're not going out there with a specific goal of upsetting anyone, but based on what we're doing, we are."

SUE WHITE

Curriculum vitae



Name Ruslan Kogan
Current position Founder and chief executive of Kogan.com

Responsibilities Runs Australia's largest online technology store; projected sales for 2012 in excess of \$150 million.

Education Completed VCE with perfect study score in information technology (at top of the state).

Bachelor of business systems (information technology) at Monash University.

Additional training/courses Cisco Certified Network Engineer.

Professional associations None.

Honourable mentions BRW 2011 Young Rich List with a reported wealth of \$62 million; the richest person in Australia under the age of 30.

Strength Ability to design efficient processes.

Weakness People management. I know how to manage computers, systems and processes. I hire people who take care of the people side.

Management style and tips I'm very demanding, but I reward good abilities. We create a culture of accountability: I praise openly and criticise openly, too.

Work motto There is always a better way.