THE 10 TRAILBLAZING REAL ESTATE EXPERTS BUILDING THE FUTURE, 2025

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Managing Partner
Azull

Johan Conix

Helping You Find Your Perfect Home in Spain

For many,

owning a home isn't just a transaction; it's a dream, a milestone, and often the result of years of hope and hard work. But real estate is in one of the most competitive industries in the world, and finding that perfect home is about more than location and price; it's about trust. You need someone who not only understands the market but also listens, guides, and delivers with expertise.

That's where Johan Conix comes in. As the Managing Partner of Azull and a seasoned International Real Estate expert, Johan specializes in second homes and investment opportunities across some of Spain's most coveted regions, including Costa Blanca, Costa del Sol, Murcia (Costa Cálida), Tenerife, Mallorca, and Ibiza. Through the Azull, he has helped countless clients turn their vision of a dream home into reality.

Johan brings more than market insight; he brings a wealth of leadership experience. Before entering real estate, he built a distinguished career as a Senior International IT and Change Management Executive, holding European CIO roles for several multinational companies. As VP at Gartner, he was responsible for establishing and managing Executive Programs in the Benelux, France, Spain, and Portugal. He has an experience that sharpened his ability to navigate complex, high-stakes environments with precision.

Today, that same blend of strategic thinking, international perspective, and personal dedication defines Johan's work in helping clients find not just a house, but a place to truly call home.

A Career Pivot Born from Circumstance, Not Strategy

Johan's journey into real estate wasn't planned as it was born out of circumstance. His partner had been invited to manage lead processing for a Spanish real estate company run by Dutch entrepreneurs, helping Dutch clients purchase second homes in Spain. At the time, Johan was still immersed in interim management, reorganizing three IT departments into one for Wolters-Kluwer Belgium.

While fulfilling his IT assignments, Johan built a CRM system and streamlined lead management processes for the Spanish company. He also began traveling occasionally to Spain to assist Belgian clients, gradually becoming more involved in managing leads and attending second home exhibitions back home.

The turning point came when the Dutch company stopped paying commissions. Rather than walk away from their growing position in the Spanish market, Johan and his partner decided to start fresh and found their own firm, Azull. The timing was perfect; Johan had just wrapped up his interim project and relocated to Spain to launch the business.

That leap brought with it a mindset shaped by his IT background which was structured, process-driven, and relentlessly focused on efficiency, transparency, and client-first service.





"Focus on building genuine relationships, understand clients' needs, and maintain ethical standards."

Redefining Success Over the Years

Johan considers that success has always been about enjoying the work he does. He has never stayed in a role he disliked for more than two weeks. This sense of fulfillment has been his compass throughout a career that saw him rise from project leader to CIO, and eventually to Vice President at Gartner; a role he had long envisioned for himself.

When he entered real estate, the goal was to match that level of achievement in a completely different industry. Today, his definition of success has evolved. It's no longer just about reaching the top, but it's about staying there, maintaining excellence, and continuing to make an impact in a competitive, ever-changing market.



Stay honest, and lead by example.

The Morning Ritual

Johan's day always begins with the news. It's more than a habit, and it's a way of clearing his mind and sharpening his perspective before the demands of the business take over. His reading spans Spain, Belgium, the Netherlands, the UK, and the US, giving him a well-rounded view of both world events and market trends.

This breadth of insight not only informs strategic decisions but also ensures he begins each day with context, clarity, and a finger on the pulse of the wider world.

A London Test of Resilience

One of the defining tests of Johan's career came when he moved from Agfa-Gevaert in Belgium to Seagram's Europe & Africa in London. On arrival, he discovered the company had just undergone a major reorganization and the person who hired him had already left for the U.S. Suddenly, he had no manager, no clear responsibilities, and no roadmap.

Instead of waiting for direction, Johan acted. He mapped out the IT organization across Europe, pinpointing opportunities and priorities. Two weeks later, a call from his new boss validated the effort. They met, hit it off, and Johan's proactive work was embraced. That moment confirmed the value of trusting one's instincts, taking initiative, and leading through uncertainty.

Transforming the Real Estate Experience at Azull

Johan's proudest achievement at Azull was stepping directly into sales, working shoulder-to-shoulder with clients and immersing himself in the Spanish market. That frontline experience revealed opportunities to transform how real estate was approached.

Rather than start with a list of properties, Azull starts with people understanding who they are, their passions, their family's needs, and the lifestyle they want in Spain. Only once the right region is identified does the property search begin.

This people-first approach has become Azull's hallmark, setting it apart from traditional agencies and cementing its reputation for truly personalized service.

Mastering the Strategic–Hands-On Balance

For Johan, moving between strategy and operations feels natural. Years of experience have given him an intuitive sense of when to zoom out and focus on the big picture, and when to roll up his sleeves and get into the detail. This balance isn't a forced act; it's a rhythm that has evolved over decades, enabling him to keep Azull moving forward while staying grounded in the day-to-day realities of the business.

Reading the Road Ahead in Spain's Second-Home Market

Johan is one of the clearest forces shaping the future of Spain's second-home market driven by a supply that simply can't keep pace with demand. New construction is lagging, a challenge echoed across much of Europe, particularly in countries like Belgium and the Netherlands.

Another powerful trend is the growing appetite for new-build properties. With energy efficiency regulations tightening by 2033, homes will need an energy rating of D or better to be sold or rented, and many buyers are looking ahead. Currently, around 80% of Spanish homes fall short of that threshold, and upgrading older properties can be prohibitively expensive.

At Azull, Johan already sees most clients opting for new builds, and he expects this preference to accelerate sharply in the years to come.

Earning Trust in a Foreign Market

Navigating property purchases abroad can be daunting, but Johan has built Azull on a foundation of transparency and trust. The company invests heavily in high-quality educational content like blogs, podcasts, and YouTube videos that both inform and empower clients. This steady stream of expert insights, often cited by Belgian and Dutch media, reinforces Azull's credibility.

Accuracy is non-negotiable. Every piece of information is verified at the source before it reaches clients. Even Azull's AI-powered chatbot is programmed to draw exclusively from the company's vetted content, ensuring clients get precise, reliable answers every time. Johan shares that trust isn't a marketing slogan; it's the currency of lasting client relationships.

Technology as a Core Business Driver

With a career rooted in IT, Johan has always seen technology as more than just a back-office tool, and it's central to how Azull operates. A custom-built CRM captures every interaction



across teams, keeping communication seamless and avoiding the missteps that can happen in complex, multi-touchpoint transactions.

To preserve resources, the company has automated the handling of non-hot leads, ensuring the sales team focuses where it matters most. AI is embedded throughout the business, from the chatbot to process optimization, helping Azull scale quality service without losing its personal touch.

Building a Balanced Culture Across Borders

Johan's leadership style has been shaped by years of managing international teams, from his days as CIO to his tenure at Gartner. He learned early on that technical skill alone isn't enough, as interpersonal strengths are often the real glue in a high-performing team.







At Azull, every team member, no matter their origin or role, learns to work in the “Azull way.” This shared approach fosters respect, consistency, and unity, ensuring that even a geographically spread team operates with the same values and standards.

Values That Guide Every Decision

Whether weighing a major strategic shift or a complex operational choice, Johan's instinct is to solve a problem down to its essentials. His analytical mindset allows him to quickly break complex challenges into manageable parts, identify the right path forward, and act decisively.

It's a habit formed over decades, one that has helped him navigate uncertainty and keep both his business and his principles intact.

Advice for the Next Generation of Real Estate Leaders

Johan's advice to emerging leaders is straightforward: stay honest and lead by example. In a market where some prioritize quick profits over integrity, he believes the future belongs to those who put the client first.

That means taking the time to understand people's needs, building genuine relationships, and holding firm to ethical standards. “Real success in real estate,” he says, “isn't just about closing deals; it's about making a lasting, positive impact.”

A Legacy of Integrity and Connection

Johan hopes Azull's influence inspires as an example of how transparency and a client-first philosophy can reshape the industry. By proving that trust and honesty are not only good ethics but also good business, he envisions a ripple effect where future property buyers and professionals embrace a more human, more ethical way of working.

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