

Muralikrishnan B

Bangalore, India

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SENIOR BUSINESS EXECUTIVE | INDEPENDENT ACADEMIC | INVESTOR

A Senior consumer technology expert and corporate executive with 27+ years of experience across consumer technology, e-commerce, retail, and digital platforms. Former President of Xiaomi India, ex-Country Manager of eBay India, and Chief Operating Officer of Jabong. Proven track record in scaling large consumer businesses, leading turnarounds, building omni-channel ecosystems, and driving customer-centric growth. A Management graduate from IIM-Calcutta and an Executive Fellow from the Indian School of Business, now engaged as an independent academic, advisor, and investor. Ombudsman at RV University and Advisory Board Member at Code to Enhance Learning (CEL). Visiting faculty at Indian School of Business (ISB) & IIT-Kanpur. Academic areas of interest include technology platforms, consumer behavior, and ecosystem strategy. In addition to his professional achievements, Murali is a fitness and endurance sports enthusiast, a triathlete, and an independent hiker.

ADVISORY & ACADEMIC ROLES

- Ombudsman, RV University, Bangalore (Mar 2026-Present)
- Investment Committee Member, D2C Super Angels Fund (Jul 2025–Present)
- Advisory Board Member, Code to Enhance Learning (Dec 2025–Present)
- Independent Academic & Researcher – Consumer Behavior, Technology Platforms & Ecosystems
 - Executive Fellow – Indian School of Business
 - Academic collaborations and research projects with faculty and institutions
- Visiting Faculty at ISB (Executive Education and Distance Learning) and IIT-Kanpur
- Early-stage Investor and Advisor to Startups (2017–Present)
- Curator, *'the hawkeye project'* (Jan 2025-Present)

XIAOMI INDIA

Jul 2018-Dec 2024

President (India Business)

As the COO, I initially focused on driving operating excellence in service and operations while laying the foundation for a future-focused HR function. Took on additional responsibilities for Offline Sales & Retail in 2020. Elevated to the role of President of India Business in August 2022, responsible for steering the strategic direction, day-to-day operations, and public affairs. Stepped down from my executive position in Dec 2024 to pursue academic and other interests.

- Served as President (2022–2024) and COO (2018–2022), leading operations, services, public affairs, strategic projects, offline sales, and retail.
- Built a retail-first offline sales engine, doubling distribution reach and scaling market share

Optimized logistics and supply chain for scale, cost efficiency, and superior customer experience. Championed local manufacturing, sourcing, and IT/product engineering, significantly increasing domestic value addition and agility.

Led the public affairs and external engagement charter, played a key role in shaping public perception, and was actively involved in policy advocacy and government relations

[JABONG / MYNTRA \(FLIPKART GROUP\)](#)

Mar 2016 – May 2018

Chief Operating Officer / Sr Vice President – Myntra/Jabong

As the COO in a new Leadership team chartered with turning around the Business, I was responsible for a 400+ member team comprising Technology, Product Management, Supply Chain, Customer Experience, Analytics & HR. Also led Digital Marketing

[INDIAPROPERTY.COM](#)

Oct 2014 – Feb 2016

Chief Operating Officer

As the COO of a fast-growing Online Property Search portal (part of the Bharat Matrimony group), I was responsible for the end-to-end Consumer experience spanning Marketing, Product Management, Operations, Customer Support, and analytics.

[ALMOND WELLNESS TECH](#)

Oct 2013-Sep 2014

Co-Founder – getfitgo.in

Bootstrapped Startup - Entrepreneurial venture in the Digital Health & Wellness space, building a Gamified Web/Mobile platform that enables people to pursue a healthier lifestyle in a social context

[EBAY INC](#)

Aug 2005-June 2013

Country Manager – India, Philipines & Malaysia

June 2011-June 2013

As the GM of the India Marketplaces business and a Member of the Asia-Pacific Leadership team, I was fully accountable for the overall business strategy, Sustainable business growth, and financials. Led the in-country cross-functional teams towards accelerated business growth amidst intense Competition

Also played a variety of Leadership roles across functions during my 8-year tenure at eBay, including Director of Marketing, Category Management & Product Management from 2005-11

Roles early in my Career – Started with FMCG in 1997 with Asian Paints, in the year 2000, invested and built a career in the Technology/Internet/e-Commerce space with Sify Ltd

ACADEMIC QUALIFICATIONS

Indian School of Business, India Executive Fellow Program in Management (DBA equivalent)	2022-25
Indian Institute of Management, Calcutta, India Post-Graduate Diploma in Management (Marketing, Economics & Behavioral Sciences)	1995-97
University College of Engineering, Osmania University, Hyderabad, India Bachelor of Engineering (Mechanical)	1991-95

ACADEMIC CREDENTIALS

Doctoral Dissertation – EFPM, ISB Sep 2022 – Jul 2025

The Ecosystem Vortex - Understanding Portfolio Diffusion and Loc

Studied the antecedents of portfolio diffusion in platform ecosystems and presented a processual framework to understand the many dimensions of lock-in, presenting a novel user-centric lens.

Dissertation Committee:

- Prof. Raj Srivastava (Co-Chair), Novartis Professor of Marketing Strategy and Innovation, Indian School of Business (IN)
- Prof. Abhishek Kathuria (Co-Chair), Professor of Information and Business Analytics, Deakin Business School (AU)
- Prof. V. Kumar, Professor of Marketing, Goodman Academic-Industry Partnership Professor, Goodman School of Business, Brock University (CA)

Publications

Conference Paper

An Exploratory Analysis of Consumers' Digital Focus on Bitcoin Price and Activity, Workshop on E-Business, ICIS 2023 - Muralikrishnan B, Abhinav Mathur, Govindrajan N, Anita Manda
<https://eprints.exchange.isb.edu/id/eprint/2355/>

Case Study

BigBasket and Quick Commerce: The Basket is big, but can it get Quicker? - Muralikrishnan B, Rajendra Srivastava, Prakash Bagri
<https://hbsp.harvard.edu/product/ISB473-PDF-ENG>

Book chapters

Lecture Notes in Business Information Processing, Generative AI in e-Business 2023
https://doi.org/10.1007/978-3-031-74437-2_6

Future of Retail Management: Blending Digital and Traditional Practices - Chapter on Consumer Electronics
<https://www.amazon.in/Future-Retail-Management-Traditional-Practices/dp/8196010028>

Teaching

- Session on Platform/Network Economy for ISB PGP Pro 2025 (Strategies for Digital Economy) - May 2025

- Session on Disruptive Innovation for ISB LatitudE GCC ExecEd Program - Feb 2026
- Sessions on Disruptive Innovation & Leadership at Scale for IIT-Kanpur: Advanced Entrepreneurship Program - Mar 2026

Noteworthy Keynote Speeches

- Keynote speaker at 22nd Workshop on e-Business (WeB 2023), ICIS 2023 Conference in Hyderabad - Dec 2023
- ‘The Xiaomi India story’ at the Chinese University of Hong Kong, HK - Apr 2024
- Keynote speech at Pinnacle Perspectives – Mahindra University, Hyderabad – Apr 2025
- Keynote speech at the 14th Foundation Day of IIM-Raipur – Oct 2023

Institutional Roles

- Ombudsman, [RV University](#), Bangalore (Mar 2026-Present)