



MURALI K
 VP Sales and Marketing
 Chennai, IN.



✉ murali.k@geniegrp.com

PROFILE SUMMARY

Accomplished Business Professional with 20 years of Domestic and International experience in the valves, and associated Engineering products in segments of Water, O&G, Industry, Power (Thermal & Hydro +PSP).

Specialist
 Marketing, Proposals &
 Projects Executions &
 Product Management

CORE COMPETENCIES

Demonstrated success in Product Positioning | Application Engineering | Channel Development & Key Account Management | Technical Proposal and costing | Order Management and Execution| Strategic positioning, and market expansion| Rich experience in working closely with End user, Consultant, Contractor & Channel Partners | Fair knowledge on reading the technical project drawings |Cross-Functional Team Leadership |Competitor Analysis. Presentations and Seminars |

MBA
 Oil & Gas

B.E.
 Mechanical

PROFESSIONAL EXPERIENCE

Company: VAG India Pvt. Ltd. (Subsidiary of VAG Group, Germany).

Duration: 2016 June to Jan 2026.

Roles: Head of Business Development & Sales (Customized Business), Marketing, Proposals & Projects Executions & Product Management.

Responsibilities:

- Responsible for Business development promotion and sales for customized Business (D&H , Industrial)
- Contributed to the sale of higher GP orders from customized business.
- Heading Marketing for VAG India- Defining Strategy for D&H, Power, Water and Wastewater.
- Competitor Analysis, Market Research and technical knowhow, Battle cards.
- Established VAG training Academy and Visitor experience center.
- Managed Channel partner businesses, providing strategic direction, performance tracking, and incentive-based programs to achieve revenue targets. Adding new channel partners getting them on board.
- Product management by filling the gap and localization.
- Implementation of SIOP and daily order management to enhance visibility, ensure smooth execution, and improve forecast accuracy to drive results.
- Initiated entry into the export market and drove double-digit growth in overall revenue.

20+
 Years of Experience

Skilled
 SAP, Microsoft Office,
 Salesforce, Design
 Applications

I look forward to a mutually beneficial business relationship where we can translate our shared goals into commendable results.

Murali.K– VP Sales and Marketing

