

Jai Krishnan Murali

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Mechanical engineer and Sustainability Engineering and Management master's graduate (Linköping University) with 5+ years founding and scaling ventures from the ground up. Moves fast across growth, commercial delivery, and operations, stays hands-on, and brings an analytical engineering mindset to turning strong technology and sustainability into real customer traction. Based in Linköping and active in its innovation ecosystem.

EDUCATION

Linköping University, LiTh

M.Sc in Sustainability Engineering and Management

- Relevant coursework: Industrial Ecology, Advanced Ecodesign, Resource Efficient Products, Integrated Product Service Engineering, Industrial Energy Systems.

Linköping, Sweden

Aug 2024 - June 2026

Mahatma Gandhi University, MGU

BTech in Mechanical Engineering

Kerala, India

2014 - 2018

RESEARCH AND WORK EXPERIENCE

Master's Thesis Research – Circularity in Product Development

Toyota Material Handling Europe

Linköping, Sweden

Jan 2026 – June 2026

- Ran a qualitative embedded case study across three Toyota Material Handling sites in Sweden, France, and North America, conducting 25+ cross-functional stakeholder interviews spanning R&D, operations, and compliance.
- Built a custom internal web application to capture workshop and stakeholder inputs, cutting manual documentation effort and improving how insights were tracked across the project.
- Translated complex circular economy findings into clear, decision-ready material for product engineers, so sustainability could feed directly into early design choices.
- Benchmarked practices across Toyota Material Handling Global entities to surface where information flow between circular operations and product development could be strengthened.
- Developed an analytical framework and intervention directions that Toyota flagged as a basis for further research.

International Student Ambassador – Admissions Office

Linköping University

Linköping, Sweden

Sep 2024 – Present

- Grew LiU's international social channels by +50% (8k to 12k) and drove 250k+ views through structured content planning and team coordination.
- Managed inbound communication for incoming international students, improving response quality and documentation consistency.

CEO & Co-Founder – Hyperlocal Delivery Startup

Boxall Online Delivery Pvt Ltd

Kerala, India

Jun 2020 – Aug 2024

- Built and scaled a software platform to 10,000+ users, overseeing product architecture and making data-driven decisions on features and operations
- Cut churn to 2.3% and operating costs by 20% through analysis of behavioural and operational data
- Founded and ran a hyperlocal delivery business for four years, making continuous decisions about pricing, expansion, supply chain coordination, and resource allocation under significant operational uncertainty.
- Cut operational costs by 20% and customer churn to 2.3% through structured process and behavioural data analysis.
- Led a team of eight across product, operations, and commercial functions.

Co-Founder & Strategic Planner – Turnkey IT & Branding Project Studio

Dodge 'n Burns

Kerala, India

Feb 2019 – Aug 2024

- Delivered 165+ projects across branding, web, SEO, and paid campaigns for 90+ clients in 8+ countries, leading a team of 18.
- Ran a B2C funnel project that grew client revenue from \$0 to \$130k in 13 months.
- Achieved a \$1.10 customer acquisition cost with a 35% lead-to-customer conversion rate on social campaigns.
- Improved project delivery efficiency 25% by introducing shared brief templates, weekly status check-ins, and a single owner for each project stage.
- Managed 15+ high-value client projects with budgets above \$10k from scoping through final delivery.

SKILLS

Growth & Commercial	Business growth, go-to-market, content and brand, paid social campaigns, conversion optimisation, customer retention, partnerships, pipeline management
Project & Delivery	Cross-functional team leadership, scope definition, milestone tracking, budget management (SEK 50k, \$10k+ projects), vendor management, workflow standardisation, agile delivery, client delivery
Engineering & Analysis	Mechanical engineering foundation, process mapping, KPI development, benchmarking, qualitative research synthesis, analytical problem solving
Sustainability	Circular economy, eco-design, value retention, Life Cycle Assessment (coursework), GHG Protocol, sustainability reporting
Tools & Software	Microsoft Excel (advanced), Python (basic), SQL (basic), HTML/CSS, Adobe Creative Suite, Word-Press, GRANTA EduPack
AI & Digital	Applying AI tools to drive efficiency and insight generation, prompt engineering, AI-assisted research and analysis, data-driven decision-making
Soft Skills	Team collaboration, stakeholder communication, adaptability, ownership, working across cultures, facilitation

LANGUAGES

English: Fluent (C2) | **Swedish:** Beginner (currently studying) | **Hindi:** Conversational | **Malayalam:** Native

LEADERSHIP

- **President / Ordförande — Navitas Studentförening** May 2025 – May 2026
Led a 35-member team by setting roles and routines, improving delivery clarity. Managed a SEK 50k annual budget by tracking spend, improving cost control. Ran events and operations by coordinating volunteers, improving consistency of execution.
- **Student Board Member — Linköping Science Park** Sep 2025 – June 2026
Selected as one of 8 board contributors; served as the LiU point of contact, sharing student feedback on ongoing projects and suggesting practical ways to increase student involvement.
- **Startup Mentor — Thodupuzha Development Forum Kerala (TDFK)** Nov 2022 - Jan 2024
Mentored early-stage startups on business ideation and MVP development. Supported three ventures that have since developed into active businesses.

ACHIEVEMENTS

- Incubated at Startup India and Kerala Startup Mission
- Top 3 finalist for Startup India Seed Fund Scheme (SISFS)
- Awardee of KSUM Market Acceleration Grant among 278 qualified applicants