

Sunil Murthy, Ph.D.

Clinical Associate Professor of Management, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Academic Director, MSES

Biography

You can contact Sunil Murthy at Sunil.Murthy@lmu.edu. Sunil Murthy is an MBA and technologist with an excellent track record delivering growth for start-ups to mid-size/Fortune 500 companies as well as business turnarounds. He has achieved aggressive senior management goals in manufacturing, industrial, software, medical device, semiconductor and other B2B companies. Sunil is a consensus builder with executive teams and in diverse cultures. He is skilled in all strategic marketing competencies from initial market research, insight development, selecting areas to target, business model generation and branding through strategy implementation.

Industry Expertise

Automotive, Energy, Industrial Automation, Medical Devices, Semiconductors

Areas of Expertise

Consensus Based Leadership, Value Based Pricing, Brand Strategy, Business Strategy, Competitive Intelligence, Market Planning, Growth Strategy, Marketing, Market Research, Innovation, Product Management, M&A, Strategic Planning, Insights Based Product Development, Digital Marketing

Education

University of Texas at Austin

Ph.D. Electrical Engineering

University of Michigan - Stephen M. Ross School of Business

MBA Marketing

Indian Institute of Technology, Bombay

M. Tech Electrical Engineering

National Institute of Technology Durgapur

Bachelor Electrical Engineering

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