



## Arjun Sen

Arjun Sen serves as president and founder of ZenMango®, a Denver-based marketing consulting firm working with restaurants, retail, charities, and other guest experience driven industries. Previously, Sen led a prestigious corporate marketing career, holding senior executive positions in several Fortune 500 companies.

Mr. Sen has nearly 20 years of experience in marketing, branding, consumer research, strategic planning, and operations in restaurant/retail companies. His primary focus is to assist brands to understand their current equity in the mind of the consumer and build paths to enhance their guest experience.

During Mr. Sen's corporate tenure, he served as Sr. VP of Marketing for Jillian's Entertainment. Prior to Jillian's Entertainment, he was VP of Marketing and Operations for Papa John's International Worldwide. At Papa John's, Mr. Sen designed and implemented a guest-experience focused online ordering system, the first system of its kind. Since implementation, the pizza chain's revenue from online ordering has increased by over 50% every year and recently completed over \$1 billion in transactions.

Prior to Papa John's, Mr. Sen worked in Marketing and Marketing Research at Einstein Bros. Bagels, Boston Market, and Pizza Hut. Before entering the restaurant arena, Mr. Sen worked for Tata Iron and Steel Company, India's premier private corporation.

Arjun Sen is known for his consumer centric insights and ongoing focus on the guest experience. Today, as he consults with any brand, his focus is just one thing, to be the guest experience enhancer. This focus has evolved to Marperations™, a unique space where marketing and operations intersect to share a common passion for the customer. His diverse experience has earned him championship titles from top senior executives such as "The Towering Research Giraffe," by Richard Davis, VP of Culinary Innovation for Boston Market, and "One of the most 'marketing-intelligent' minds in the business today," by Blaine Hurst, former president of Papa John's.

Arjun was privileged to fulfill a lifelong dream during his years of teaching at the University of Colorado, Boulder. The students in his classes inspired a series of individually and professionally oriented lectures which have since been delivered to thousands across the country from small community development meetings to large corporate settings alike.

Mr. Sen received his MBA from Brigham Young University and his Bachelors in Aeronautical Engineering from Indian Institute of Technology, Kharagpur, India.

*"Many people in our industry can describe or complain about a problem. Arjun is one of the few capable of solving it in a way that makes action seem inevitable."*

**– Lane Cardwell, CEO, Boston Market**