

**Arjun Sen**

President and CEO

**ZenMango**

Arjun Sen is an author and a speaker whose passion for the customer has motivated thousands of business owners, CEOs, entrepreneurs and sales executives to identify opportunities for customer loyalty in their field. His presentations make it very real for brands to grow their sales, by focusing on one customer at a time. His practical realistic approach makes it easy to identify the one next thing a brand must do to increase revenues, now.

After graduating with degrees in Aeronautical Engineering and an MBA, Arjun excelled as VP of Marketing and Operations for Papa John's, Sr. VP of Marketing at Jillian's Entertainment, and held key positions at Einstein Bros. Bagels, Boston Market, Pizza Hut and Tata Iron & Steel. Since 2001, Arjun has consulted with a variety of brands and companies that include Chili's, Chipotle, Coca Cola, DaVita, Dish Network, McDonald's, Pei Wei, Smashburger, and Walgreens.

Arjun always looks at brands through the eyes of the customer and that allows him to see the important and mission critical factors that brands often miss. His presentation will help you develop a clear strategy to grow your business immediately and over the long term.

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