



## PanIIT USA Board Member

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### Arjun Sen



Arjun Sen is the president and founder of ZenMango®, a Denver-based strategic marketing consulting firm working with a variety of companies that include hospitality, non-profits and charities, academic institutions, golf professionals, and other guest experience driven industries.

Arjun has 20 years of experience in marketing, branding, consumer research, strategic planning, and operations. 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 and brand.

During Arjun's corporate tenure, he served as SVP of Marketing and Operations for Papa John's International Worldwide. At Papa John's, Arjun 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 reached \$1 billion in sales. Arjun also was instrumental in the Better Ingredients Better Pizza strategy at Papa John's, the comparative advertising against Pizza Hut, which put Papa John's in the spotlight. Arjun's previous experience also includes positions at The University of Colorado, Einstein Bros. Bagels, Boston Market, Pizza Hut, Tata Iron and Steel, and Jillian's Entertainment. Arjun also serves as the co-chair of the Colorado Small Business Advisory Board.

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