

Arjun Sen - Biography

Arjun Sen is more than a business leader—he is a Brand Zen® with 30+ years of global corporate leadership experience and a relentless drive to help organizations win big. His unique ability to pause, reflect, and see beyond the obvious has made him a trusted advisor to brands worldwide. Blaine Hurst, former President and CEO of Panera Bread, calls him “One of the most ‘Business-Intelligent’ minds in the business today.”

Arjun’s corporate journey includes senior leadership roles at Jillian’s, Boston Market, and Pizza Hut. He was a founding member of Einstein Bros. Bagels, and as VP of Marketing and Operations at Papa John’s International, his team helped drive four years of record growth while pioneering the brand’s groundbreaking online ordering system, now generating over \$1 billion in annual revenue.

As CEO of ZenMango, Arjun has worked with restaurant, service, retail, technology, education, nonprofit, and sports brands, helping them find their one-of-one advantage and has impacted companies like AliveCor, America’s Road Home, Aspen Academy, Celsior Technologies, Coca-Cola, DaVita, DISH Network, Floyd’s Barbershop, McDonald’s Chili’s, Tiger Woods Inc., Walgreens, and Win This Fight Foundation.

He believes that before customers see a brand as one-of-one, the brand itself must think, act, and believe it is one-of-one. His process starts with a pause—understanding customers’ deepest needs—then builds leadership mindsets, breakthrough marketing strategies, and powerful brand storytelling to drive exponential growth.

Arjun’s philosophy is simple: “We are all in the Feeling Business®.” He helps brands answer the most crucial question in their customers’ minds: “What is the one reason we are one-of-one, and why do you need only us?” Arjun’s journey is not just about business success—it is about the power of never giving up. For over 20 years, he has fought multiple battles with cancer, turning every challenge into an opportunity to evolve.

His “Unquitter” mindset has defined his life, both personally and professionally. At the peak of his career, adversity struck. His world shifted, and obstacles piled up. Giving up seemed inevitable—until unexpected “sherpas” appeared, guiding him toward new milestones.

He discovered that marketing—his career passion—became his greatest superpower, helping him “market” himself to doctors to become the #1 patient in the fight for his own life.

His story of resilience and unwavering determination inspired the global blockbuster movie, I WANT TO TALK (2024). Arjun's thought-provoking keynotes challenge organizations to redefine their brand identity, think bigger, and act bolder.

His storytelling, real-world case studies, and actionable insights inspire audiences to break free from industry norms and claim category leadership. Above all, Arjun is a father first—a role that has taught him the power of being present in life and business.

His ability to pause, reflect, and transform obstacles into opportunities makes him one of the most sought-after voices in branding, leadership, and resilience. A true Unquitter, Arjun Sen is the speaker who will transform the way you think about business—and life.