

# JUMP-START SECRETS TO WIN BIG

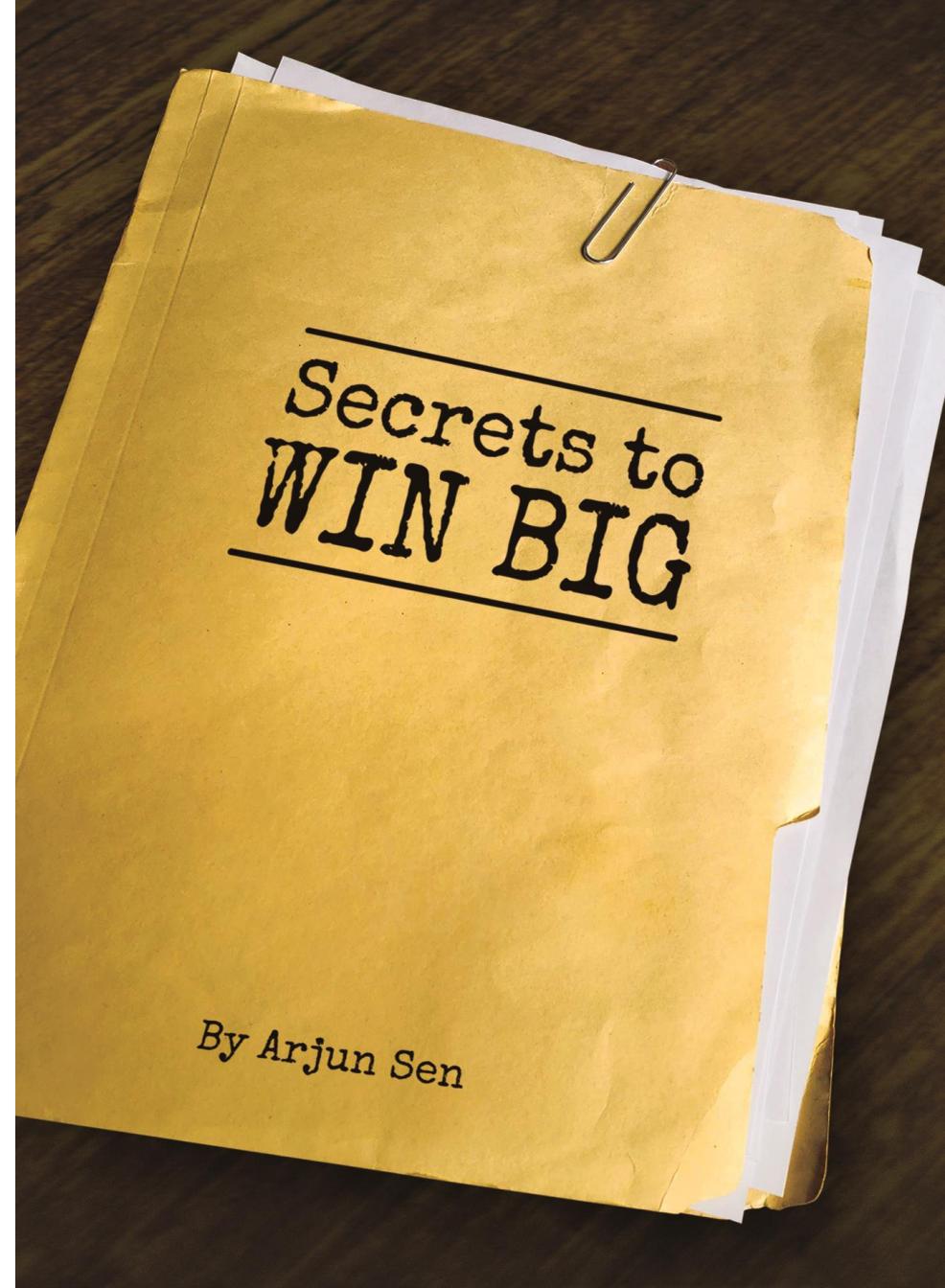
Arjun's corporate insider experience in marketing, operations and leadership experience has put Fortune 500, start-up and emerging companies on the path to Win Big. Winning is important but Winning Big is the real fun as the impact of that is seen over the long term.

Secrets To Win Big is not a "one-size fits all" seminar. Arjun will work with your team to develop a strong understanding of your business, your brand's unique opportunities to develop a Brand Jump-Start plan for your brand's journey to Win Big. Arjun will lead your team in a fun and interactive brainstorming session to discover "what business your customers think you are in" and why the customer needs you. He will help identify your brand origin stories and will develop a custom process that will put you on the path to Win Big. Your brand will be on the path to higher level of customer satisfaction resulting in sustained revenue growth revenue. This will streamline your brand's promise to your guests and make you stand out in the competitive framework.

The Jump-Start Secrets To Win Big is truly a journey of simplification and focus, that will help take the big step to Win Big. Winning is fun, winning big is truly fun; and your team will leave with a plan to celebrate every win on the journey to Win Big.

During his corporate days Arjun has always focused on winning big; wins that have sustained over time. The Papa John's tagline "Better Ingredients, Better Pizza", identified Papa John's origin stories that connected the brand to millions of customers worldwide. He started Papa John's online, the first online system which today is a \$1 Billion a year brand. All these have stood the test of time, which make them BIG WINS. As a consultant, he has done this for numerous brands and is excited to help your brand.

Call or text Arjun at 303-521-1988 to start a conversation about how Arjun can take you on the journey to Win Big.



## ARJUN SEN BIO

Arjun Sen is a corporate insider who has put brands of all sizes on the path to win big.



Arjun is the President of ZenMango, where he has helped brands like DISH Network, Walgreens, DaVita, Coca Cola, Domino's, Chipotle, McDonald's, and Chili's take the next big step to Win Big. Prior to that, Arjun was the Vice President of Marketing & Operations at Papa John's, where he built their online business, now worth more than \$1 Billion a year and led the 3,000 restaurant chain to 4-years of record growth.

Today, high impact brands, CEOs and CMOs rely on his keynotes and seminars to provide clear, focused steps to take their brand to the highest level. Arjun is a celebrated author and whisperer to some of the top C-Level executives in the country.

Arjun got his Undergrad in Aeronautical Engineering from IIT Kharagpur, India and his MBA from Brigham Young University, Provo, Utah, USA.

## BRANDS IMPACTED



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*"One of the most 'Marketing-Intelligent' minds in the business today."*

**BLAINE HURST**  
President & CEO, Panera Bread

**ARJUN SEN**  
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