

INTRODUCTION

Arjun Sen



"Get ready to be inspired by a true visionary in branding, leadership, and resilience. With over 30 years of global corporate leadership, Arjun Sen is a **Brand Zen**® who has helped top brands like Papa John's, McDonald's, and Tiger Woods Inc. achieve remarkable success.

As CEO of ZenMango, he guides organizations to find their unique edge and win big. A cancer winner and the inspiration behind the global blockbuster *I Want to Talk*, Arjun's journey is proof of the power of perseverance.

Please welcome, the one and only, **Arjun Sen!**"