

## Arjun Sen - Testimonials

"Drawing on a remarkable record of success, Arjun Sen presents innovative and tested business and marketing strategies that company leaders can quickly implement during difficult economic times. He delivers much needed and actionable insights while entertaining audiences with his creative imagination and wry humor. This perceptive presentation is mission-critical business education at its best."

**- Brent Green, President, Brent Green & Associates, Inc. & Author, Marketing to Leading-Edge Baby Boomers**

"Arjun Sen has a refreshing and unique perspective on the customer journey. Every insight is an A-HA moment for all levels of marketing professionals. His presentations are thought-provoking but delivered in a folksy way that makes them digestible and, moreover, actionable. Having Arjun present will always deliver excellent karma."

**- Stacey Kane, Chief Marketing Officer at East Coast Wings Corporation**

"Arjun's message was intelligent, entertaining and MOST importantly actionable. Not only did he receive the highest of markings from an incredibly tough crowd; several of them have subsequently asked him to speak to their companies. His message is incredibly powerful, not just for your professional ambitions, but your personal ambitions as well."

**- Kendra Shier, Chairperson, National Restaurant Association's Marketing Executive Group/  
Vice President of Operations Bread Winners Cafés, Henry's Majestic, Harlowe MXM, The Quarter Bar**

"One of the best speakers I have heard speak on the customer experience and the customer mindset. Entertaining, provocative, and educational...Arjun Sen brings the guest experience to life with stories that we can all relate to. One of the most relevant speakers I have listened to."

**-Lane Cardwell, CEO, Ruby Tuesday**

"Arjun Sen recently spoke on Customer Karma at our annual Burger 21 Franchise Meeting. We are an aggressively growing franchise company and we were seeking someone to really tie in the importance of the customer experience to our success as a business. Arjun's message was exactly what our team needed to hear. It helped establish and reaffirm our culture of taking care of our people first so that they may take care of our guests. I am rarely moved emotionally by a keynote,

but Arjun's humorous and passionate message really struck a chord with me and our entire franchise family. Having him speak was one of the highlights of our meeting and we were able to walk away and begin to make positive changes immediately. It was absolutely game-changing." –

**Mark Johnston, President, Burger 21**

"Arjun's speaking at our GM's conference was one of the highlights. His insights and knowledge in the restaurant industry coupled with his anecdotes and real-life stories really brought it home for our operators. They loved it. Recommend him highly!"

**– Clay Dover, CEO Velvet Taco**

"Arjun delivered THE PERFECT MESSAGE THAT OUR OPERATORS NEEDED TO HEAR. He was ONE OF THE VERY BEST I HAVE EVER EXPERIENCED. His blend of 'real world' industry knowledge, combined with his one-of-a-kind personal delivery, created a sensational and effective message for our company."

**– Howard Terry, SVP Marketing,**

Golden Chick TESTIMONIALS Arjun Sen "Turned the speech into 'HAVING A CONVERSATION' WHERE EVERYONE FELT AS IF YOU WERE SPEAKING DIRECTLY WITH THEM. THERE WAS NOT A SINGLE PERSON IN THE ROOM DOING ANYTHING OTHER THAN HANGING ON YOUR WORDS. You absorbed everyone's energy in the room, and we could do nothing but be completely present with you."

**–David G. Graf, President Rocky Mountain Chapter, CAI**

"Passionate, engaging speaker who shares his wisdom with humor. Your attendees are guaranteed to leave with 3 actionable ideas." –

**Andrew Robbins, CEO & Co-Founder, Paytronix**

"I recently had the pleasure of listening to Arjun Sen present on winning big at PXUX. Arjun engaged his audience with relatable stories from various perspectives as a marketer, retailer and consumer. I found myself nodding along with challenges and successes alike. As Arjun presented simple graphics and painted a clear roadmap on how to win with customers, retailers across the room found themselves envisioning how they could quickly implement his principles into their

current projects. Arjun's presentation left me energized and eager to get back to work with a fresh perspective. I hope to have the pleasure of hearing him again in the future."

**- Sarah Prorok, Director Marketing Program Management, Thorntons Inc.**

"I believe strongly in the art and science of storytelling as the best way to convey a critical message. Arjun has both down to a 'tee,' and executes at the highest level under pressure. There are talents, and then there is Arjun. Hard work, preparation, execution, and the ability to deliver when the stakes couldn't be higher."

**-Rich Blakeman, CRO and Head of Strategy, ScaleX.ai**

"After hearing Arjun's Business Lessons Learned from Golf's Greatest of all time, I could truly connect with what it takes to be great consistently. Anyone who shoots a hole in one with Phil Michelson and Butch Harmon under pressure is a living legend – and I know only one person on earth who has done that – it's Arjun Sen!"

**- Chad Burmeister, CEO, ScaleX.ai**

"Arjun is one of the best corporate storytellers whose fun real stories of his big wins and his journey with mega leaders mesmerized my team and left us with a lifetime of insights. His totally on point, purposeful and relevant stories left my team inspired to be our best."

**-Genifer Gray, VP Operations, Topgolf**

"Arjun connects basic feelings of the human experience through storytelling. This ability guides the listener to a singular place where you'll see and feel your efforts from the prospective of the customer with absolute clarity. I could listen to Arjun tell stories about anything he chose for hours."

**- Ted Croce, President & CEO, Summit Body**

"Arjun Sen is an inspiration to the restaurant industry. His keen view of the marketplace and ability to put a finger on the pulse of the consumer is extraordinarily valuable, particularly in our current environment. In the longer view, Arjun infuses challenging thinking to dig for a brand's truths that will ultimately lead to long term customer connection and a healthy brand with staying power."

**- Judy Cantrell, Former Chief Brand Officer, Boston Market**

"Arjun- as always- you are the 'Towering Research Giraffe' in my eyes."

**- Richard F. Davis, Vice President Culinary Innovation**

"Simply marveling. WOW!"

- Jim Adams, Former Executive Director of Marketing, Chipotle TAG Restaurant Group: • The presentation was really inspiring. To have less than 100 days to live and make it past 10,000 days and counting is an amazing accomplishment and very inspiring. We take life for granted, and most of the time, it is within our mental fortitude to stay strong, positive, and relentless when life knocks you down. Get back up! And keep Pushing! Great motivation to push all naysayers aside and all doubts and just live life to the fullest as if you had 100 days to live. • To be strong enough to endure the challenges of life is one thing, to be able to express it in a way to a group of people that motivates them and hits home is something entirely different. Extremely impressive and impactful. It meant the world to hear you speak this morning. • I am a former Marine. I thought my life was rough. I am blessed and spoiled. My new mantra is just one step. Great presentation. "In the 6 years I have known Arjun, he has demonstrated incredible marketing insight and problem solving abilities. Arjun is one of the most 'Business-Intelligent' minds in the business today. He is a 'GO TO GUY' who makes things happen in the business world."

**- Blaine Hurst, Former President & CEO, Panera Bread**

"For people who prefer that their brands don't end up as fossils, let Arjun Sen help you build a brand with sustainable relevance. If you want seasoned insights, vivid examples and to be competitive, talk to Arjun. You'll be impressed."

**-Larry Zwain, Former SVP Marketing, McDonalds Corporation**

"Knowing what questions to ask, and then just as importantly, knowing how to help you find the answers to those questions."

**- David Flanery, Former CFO, Papa John's International**

"Has an unparalleled passion for brands. Truly a brand champion."

**- Tim Shanahan, Former SVP Keybank & Former Director & Managing Partner, Sterling Rice Group**

"I have known Arjun for over 15 years and in that time he has consistently demonstrated a unique and powerful ability to uncover consumer insights that translate into tangible and successful results. Arjun has a keen eye for the consumer and is truly their advocate. His work ethic is contagious and his creativity in problem solving is actually fun to watch."

**- Trey Hall, former Chief Marketing Officer, Natural Grocers**

"Over the past several years I have had the privilege of exposure to Arjun's many skills, depth of knowledge and astonishing creativity. When looking for guidance with branding our company, there was no doubt who would be my first - and last - phone call. Arjun's commitment to and honor of each person or project with whom/which he comes into contact is a rare and wonderful quality."

**- Staci Giovini, Tour Chief at Carmel Food Tours**

"Arjun is a very strategic and action/results oriented thinker. He executes on strategy and works very hard to bring others along with him in his thinking and planning. He is very creative and I truly enjoyed working with him."

**- Karen Sherman, Former Sr. Director YUM Brands and Former VP Corporate Communications at Papa John's International**