



RAKA SEN

13

RESTAURANT MARKETING GROUP

40 UNDER FORTY

Actually, she's 13 and three-quarters. But already Raka Sen has been working with her father, Arjun Sen, at his Restaurant Marketing Group for years as director of special analysis. This summer, she hung her shingle as president of the consultancy's newly formed teen division. After graduating from eighth grade, Ms. Sen is overseeing four peers to conduct projects for six clients, including Boston Market, Chipotle, California Pizza Kitchen and Applebee's.

"Arjun has made her a partner in his company," says Jim Adams, Chipotle's director of marketing, when asked whether Ms. Sen is a legitimate marketer. "She's delightful and bright."

Already Ms. Sen is shaping up to be an innovative boss.

"Instead of picking my friends, I picked really good workers who had things we needed," she says.

So will Ms. Sen follow in her dad's footsteps? Not precisely. "I want to go to NYU fashion-design school," she says, "and eventually market my own designs."

-- Kate MacArthur