

Executive Interview – The MISSION Group

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James Clifton, CEO of The **The MISSION Group**, discusses how the group is differentiated from other marketing services and agency groups. He then summarises the financial results for 2019, which showed good growth in a year dominated by the socioeconomic uncertainties surrounding Brexit. James goes on to describe what challenges and achievements there have been for MISSION since he took over the reins in April last year and the aspects of the group with the most promising medium-term prospects. Lastly, he talks through the impact the COVID-19 pandemic is having on the business and its clients, and how well the organisation and its finances are placed to cope.

The MISSION Group is a collective of integrated and specialist creative agencies, employing 1,150 people in the UK, Europe, Asia and US.

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