

GroupM's Kirk McDonald Discusses the Future of Thoughtful Connectivity and Relevance

Around six months into his new role, GroupM North America CEO Kirk McDonald is looking ahead at what the changes of 2020 mean for the year ahead.

Recommended articles

<https://www.adweek.com/brand-marketing/groupms-kirk-mcdonald-discusses-the-future-of-thoughtful-connectivity-and-relevance/>