

Why Mojo Supermarket Hired a Head of Growth—Something It Vowed Never to Do

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When Mo Said left Droga5 to start his own agency in 2018, he launched Mojo Supermarket with a couple of key tenets to guide the shop. He pledged to only collaborate with brands and people the agency loved, and not to work for free.

Following that framework, the agency has soared to \$16 million in revenue in 2022, a 60% increase over the previous year.

From the outset, Said never had trouble finding “interesting problems” to solve.

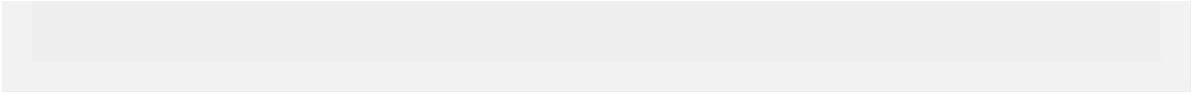
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