

Company co-founded by Dragons' Den star Steven Bartlett expands into the US with acquisition

A marketing and communication company co-founded by Dragons' Den star Steven Bartlett has expanded into the US with the acquisition of a Los Angeles-headquartered business.

Flight Story, which has offices in Manchester and London, has snapped up Mint Performance Marketing for an undisclosed sum. The company has now been rebranded as Flight Performance.

The acquired marketing business also has offices in New York, Manchester, the Philippines and London and works with the likes of Missguided, TikTok and New Republic.

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It was founded by Daniel James in 2019 who will continue to lead the company from LA.

Steven Bartlett said: "The world is changing at an ever-increasing pace – we're at the start of a series of new exponential curves that will undoubtedly transform life as we know it – that's why I've founded Flight Story; because we believe that exponential change creates exponential opportunity and we believe we're uniquely positioned to help the world's leading brands capitalise on that opportunity.

"We're stepping into the third iteration of the internet as we know it, a more decentralised, immersive, artificially intelligent internet, where new rules apply.

"With our acquisition of Mint Performance Marketing we're

adding a talented collective of individuals who understand these new rules and how to use them to help disruptive brands achieve their marketing goals.”

Oliver Yonchev, CEO and co-founder of Flight Story, added: “We are excited to be welcoming Daniel and the team to the Flight Story family.

“The business is scaling exponentially and our growth to the US marks an exciting and monumental milestone for the business that will see us gain an advantage to move beyond regions and service global accounts.”

Mr James said: “I am excited to be working alongside Steven and Oliver on the expansion of Flight Story in the UK and US markets on the newest division, Flight Performance, offering brands effective growth strategies to scale their businesses profitably.”

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