

SSP Group appoints George Mboya as Chief Executive Officer of SSP America



George Mboya, CEO of SSP America

SSP Group plc ("[SSP](#)"), has announced the appointment of George Mboya as Chief Executive Officer of SSP America, effective immediately.

Mboya joined SSP America in 2017 and has since played a pivotal role in the company's financial and strategic evolution—leading the business through over 300 percent revenue growth via organic expansion, strategic acquisitions, and successful new business wins. He was later promoted to CFO, and since earlier this year, has served as interim CEO. During this time he has demonstrated outstanding leadership and delivered meaningful progress across the business, said the October 3 press release.

Patrick Coveney, Group CEO of SSP Group plc, commented, "George is a leader of rare calibre. He not only brings the technical excellence and commercial rigour required to lead SSP America into its next chapter of sustainable growth and returns, but also embodies the values that define our culture. He is passionate, principled, and relentlessly focused on excellence. George sets high standards, takes ownership, and leads with a 'never fail' mindset that inspires those around him."