

# Layth Masri

Principal



Layth is a principal within the Consumer and Industrial practices at Acertitude, focused on assisting investors and private equity-backed businesses with management team build outs and board composition. He identifies, assesses, and attracts exceptional leaders, utilizing his unique credentials as a recruiter with a Big 5 global search firm to a startup that was ranked the most innovative company in the world.

Prior to Acertitude, Layth served as a talent researcher with Silicon Valley unicorn Stripe. Here, he similarly focused on delivering superior hires and superior experiences for candidates, earning a 100 percent net promoter score during his tenure.

Layth previously spent four and a half years with Russell Reynolds Associates, holding research roles of increasing responsibility in the firm's Consumer practice. He served clients across the CPG, retail, consumer internet, and ecommerce industries, involved with search strategy and execution of C-suite and other senior level searches. Layth earned an M.A. in Sports Management from Northwestern University, following his passion for the Consumer sector.

Layth resides in Chicago, spending weekends with friends trying new restaurants and — when the windy city allows — spending warm afternoons with a cold beer on a boat. He satisfies his love for learning by traveling when he can and immersing himself in new cultures. He is a member of the Art Institute of Chicago, dabbling in events that promote and support local artists.

## Contact



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