# LAYLA **MASRI**

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## Technology & Innovation Leader
## AI Strategy, Marketing & Communications

**STRATEGIC STORYTELLING | CREATIVE LEADERSHIP | HUMAN-CENTERED ADOPTION**

**Career Snapshot:** Layla has spent her career helping people make sense of emerging technology—and turning its possibilities into practical strategies, intuitive experiences, and meaningful results. With a foundation in copywriting and 25+ years spanning agency ownership, creative leadership, and AI innovation, she helps organizations imagine new ways to work and serve their audiences—and gives those possibilities a clear story and a path forward. Her work spans 100+ associations and nonprofits.

### Notable Impact

- **AI Product Launch:** Led a 2.5-month sprint from concept demonstration to launch readiness, aligning five teams to bring an AI-powered product suite to market that helps associations turn their trusted content and member data into personalized service, actionable insights, and less manual work.
- **AI-Optimized Marketing:** Combined intelligent AI prompt strategy, copywriting, and marketing expertise to help associations deploy effective email campaigns with measurable results. Campaign activations increased 50% during tenure.
- **$11B Pipeline Supported:** Built the brand strategy and go-to-market experience for a Fortune 500 innovation center, making complex technologies tangible through immersive storytelling and hands-on demonstrations.
- **92% Membership Growth:** Developed a digital-first strategy for one of the world's largest museums, connecting brand storytelling with audience engagement to grow membership and visitation.

### AREAS OF EXPERTISE

AI Strategy & Adoption
Brand Positioning & Executive Messaging
Customer Insight & Engagement
Immersive Experience Design
Product Marketing & Go-to-Market Strategy
Copywriting & Content Strategy
User Experience & Usability
Cross-Functional Leadership

### Notable Clients & Collaborations

Apple, Verizon, National Geographic, Microsoft, CES/Consumer Technology Association, National Association of Realtors, Carnival Cruise Lines, PBS, American Red Cross, Smithsonian Institution, and even "Weird" Al Yankovic.

## PROFESSIONAL EXPERIENCE

### Higher Logic

August 2025–Present

**VP, Customer & Product Intelligence, AI Strategy and Adoption**

Recruited into a newly created AI innovation role at Higher Logic, the leading provider of online community and engagement software for associations, with a mandate to identify where AI could improve organizational effectiveness and better serve the association community. Evolved the role to assist in development and GTM enablement for Higher Logic's new ecosystem of AI-powered tools, connecting product strategy and customer insight with commercialization and adoption.

- Applied association-sector knowledge to product concepts, helping define how AI can improve content access and leverage member data to improve CX while respecting access rules and governance requirements.
- Translated product capabilities into positioning, sales narratives, and onboarding approaches to deliver a shared product understanding to customer-facing teams and fast-track customer adoption.
- Led sprints to quickly create and test working prototypes of proposed AI workflows tangible. Created a communications proof of concept in Replit in just two hours, using brand and product-reference libraries to generate customized audience messaging.
- Developed and presented practical guidance on AI adoption, content readiness, and governance through industry conferences, panels, articles, and podcasts.

### Booz Allen Hamilton

2024–August 2025

**Creative Director and Chief Marketing Officer, Health AI**

Selected as the Health AI team's first CMO to establish and lead marketing and communications for its growing AI portfolio. Developed positioning, messaging, and content strategy for government and commercial audiences, including work supporting FDA AI-powered disaster prevention tools.

- Built and launched a firm-wide Health AI marketing framework in under 10 months, aligning sales, product, and executive stakeholders around a shared market narrative.
- Created messaging and content frameworks that teams could adapt across products, agencies, and business units while maintaining a consistent portfolio story.
- Founded the AI Marketers Community of Practice to share knowledge and coordinate messaging across market teams.

### Booz Allen Hamilton

2021–2024

**Creative Director, The Helix Center for Innovation**

Helped launch Booz Allen's flagship innovation center and AI adoption studio as an immersive storytelling space where clients could experience emerging capabilities firsthand. Led brand, content, and experience strategy, shaping demonstrations and narratives that made complex technologies tangible and helped clients envision their value.

## Booz Allen Hamilton / The Helix continued

- Directed creative development of hands-on demonstrations and immersive content spanning AI, augmented and virtual reality, digital twins, and robotics, which delivered $2B+ in qualified pipeline across federal health, public health, and commercial markets.
- Partnered with product managers, designers, researchers, and tech partners such as AWS and NVIDIA to translate technical capabilities into client experiences grounded in potential business applications.

**Awards & Recognition**

2024 World-Class Briefing Center Award • 2024 Telly Award Gold for Immersive Interactive • 2024 CODiE Award for Most Innovative Tech Company

## Yes&

2020–2021

**Vice President of Digital Innovation**

Led digital strategy and integrated creative teams at one of the Washington, D.C. region's largest agencies.

- Developed an agency-wide digital content framework, strengthening messaging, user experience, and customer experience across client portfolios.
- Introduced CRM-driven nurture campaigns that increased donor engagement by 20% for clients including Make-A-Wish Foundation.

## Bean Creative

1997–2020

**Founder & CEO**

Founded, grew, and sold a multimillion-dollar digital agency serving 300+ clients, including associations, nonprofits, and global brands. For more than two decades, helped organizations navigate the rise of the web, mobile, and apps, turning emerging capabilities into intuitive experiences that delivered tangible client impact.

- Led content strategy, copywriting, and creative direction for websites, apps, educational games, and interactive experiences, connecting brand storytelling with usability and audience needs.
- Advised clients on digital opportunities and translated their goals into experiences that supported learning, engagement, membership, and donor growth.
- Sustained 15% annual business growth over two decades through long-term client relationships and an expanding range of digital services.

**Awards & Recognition**: 75+ interactive and web industry awards, including eight Webby Awards. Work featured in The New York Times, The Washington Post, USA Today, and Fortune.

**Professional Affiliations & Teaching**: Member of the International Academy of Digital Arts & Sciences, American Marketing Association, American Association of Advertising Agencies • Lecturer, Georgetown University Graduate School, Integrated Marketing Communications

**Education: Bachelor of Arts – Journalism/Advertising**

UNIVERSITY OF MARYLAND, COLLEGE PARK**,** Minor in Art History | Cum Laude and Phi Beta Kappa