

UK Recruiting Firm, US Pro Team Up

A London executive-search firm is joining forces with a veteran investment manager in order to expand its U.S. recruiting arm.

Mark Antoncic has joined **Sousou Partners** as president, managing partner and head of the Americas. He is also negotiating to buy an unspecified interest in the company, led by chief executive and co-founder **Ghada Sousou**.

The addition of Antoncic “will allow us to significantly expand our U.S. platform,” Sousou said. “In addition to our traditional search and consulting business, we can now offer accurate and robust advice at the investment and property level.”

Antoncic began his career at **Eastdil Secured** — then Eastdil Realty — in New York and was a partner when he left in 1999. He then founded New York-based **TriLyn Investment**, which offers investment-management and advisory services. TriLyn teamed up with Bahrain-backed **Investcorp** on several funds. More recently, it has advised wealthy individuals. TriLyn will continue to operate, working in conjunction with Sousou.

Antoncic said his broad experience will enable Sousou to expand beyond recruiting by offering advisory services in a range of sectors, including investment management, asset management, investment banking, capital-raising and guidance on acquisitions and dispositions. “As an example, if a client is looking for a first hire as head of acquisitions, we could help them incubate teams or find operating partners to put them with,” Antoncic said. “Or we could help them with deploying capital. . . in addition to building out teams with the right candidates.”

Antoncic said the broader focus will position Sousou to be a one-stop advisory shop for clients. He said the company will look to either buy or form partnerships with other recruiting or advisory firms to further build its platform.

Sousou, which was founded in 2001, has offices in New York and London. The boutique shop has traditionally focused on



the real estate and infrastructure sectors, working on a retainer basis. The firm’s traditional recruiter services include job placements, compensation advisory work and leadership team assessments. Its global client base includes private equity firms, sovereign wealth funds and family offices. ❖