

## Texas Lawyer on New Haynes Boone Chief Marketing Officer Jackie Sarlo

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Haynes Boone Chief Marketing Officer **Jackie Sarlo** was featured in a *Texas Lawyer* article. Below is an excerpt:

Haynes Boone hired Jackie Sarlo as chief marketing officer, coming from Snell & Wilmer, where she was chief marketing officer and director of client relations. For more than a decade, Sarlo worked at Snell & Wilmer with David Boden, who joined Haynes Boone earlier this year as chief operating officer.

“I am thrilled to be reunited with Jackie, who is a skilled, passionate and innovative professional and a perfect fit for our culture,” Boden wrote in a press release. “I know from first-hand experience that she will be a tremendous asset to our senior management team.”

Sarlo said she is very impressed with Haynes Boone’s “deliberate and well-thought-out strategic plan” that puts clients first.

“I can’t think of any better place to be than a firm with that kind of focus,” she said.

Top management at many firms is focused on finances and technology, she said, but Managing Partner [Taylor Wilson](#) and Boden are also interested in marketing, diversity, and human resources, a situation she said makes for a stronger leadership team.

In a statement, Boden wrote that the firm is making “significant headway” on its 2025 plan to enhance its brand and to land high-value work in core sectors including energy, technology, financial services and private equity.

Excerpted from *Texas Lawyer*. To read the full article, click [here](#).