

## Haynes Boone Hires Jackie Sarlo as Chief Marketing Officer

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**PRACTICES** Finance, AI and Technology, Energy, Power and Natural Resources, Private Equity

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Haynes Boone has hired **Jackie Sarlo**, who has more than 25 years of marketing experience in the legal industry, as its Chief Marketing Officer.

Sarlo joins Haynes Boone from Snell & Wilmer, where she was the firm's Chief Marketing Officer and Director of Client Relations.

"Following an extensive, nationwide search, Haynes Boone found the ideal candidate in Jackie Sarlo to lead our marketing efforts and to help us preserve the distinctive client-service ethos, culture and value proposition that has propelled our firm since its founding," said Haynes Boone Managing Partner [Taylor Wilson](#).

At Snell & Wilmer, Sarlo worked for more than a decade with **David Boden**, who joined Haynes Boone earlier this year as the firm's 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 said. "I know from first-hand experience that she will be a tremendous asset to our senior management team."

A native of New Orleans, Sarlo received her bachelor's degree from Tulane University and a master's in business administration from Regis University. Prior to Snell & Wilmer, she was the marketing director at Holme Roberts & Owen LLP.

Sarlo said she was drawn to Haynes Boone by the firm's strong management team and their dedication to continuously innovate in an effort to deliver greater value to clients and to expand the firm's services nationally and internationally. "Haynes Boone has a demonstrated commitment to long-term planning and to making the investments needed to remain a market leader," she said. "The firm's collegial environment also made me feel instantly at home."

Haynes Boone is an international corporate law firm with 18 offices in Texas, New York, California, Charlotte, Chicago, Denver, Washington, D.C., London, Mexico City and Shanghai, providing a full spectrum of legal services in energy, technology, financial services and private equity. With 600 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. It was recognized in the BTI Consulting Group's 2022 "A-Team" report, which identifies the law firms that in-house counsel commend for providing superior client service.