

## Marketing and Branding Leader David McCann Joins Haynes Boone

---

April 27, 2023

---

---

Haynes Boone has hired David McCann as the firm's new director of marketing communications.

McCann brings to the firm more than two decades of experience in corporate and service-focused marketing, branding, public relations, and management. He most recently served as senior director of communications at Snell & Wilmer, where he created multiple award-winning branding and communications campaigns and spearheaded other key marketing initiatives.

"I'm pleased to be reunited with David after working with him for many years," said Haynes Boone Chief Marketing Officer Jackie Sarlo, who joined the firm from Snell & Wilmer last year. "I know from first-hand experience that he will play a vital role in helping Haynes Boone execute its ambitious strategic objectives."

McCann will be based in Haynes Boone's Dallas office, where he will help direct all aspects of the firm's branding initiatives, including corporate identity, advertising, web presence, content generation, and community/professional sponsorships.

A native of California, McCann earned his juris doctor from Golden Gate University School of Law and his bachelor's degree from the University of California, Berkeley. He is a published author and frequent presenter on legal marketing topics.

"The Haynes Boone culture is client focused and highly collaborative – an approach that I find very appealing," McCann said. "I look forward to working with firm leadership, our attorneys and staff, and our extended team of marketing professionals to build upon the firm's existing brand, and to drive its unique value proposition across our national and international footprint."

Haynes Boone is an international corporate law firm with 19 offices spanning Texas, New York, California, Charlotte, Chicago, Denver, Virginia, Washington, D.C., London, Mexico City, and Shanghai, providing a full spectrum of legal services in energy, technology, financial services, and private equity. With about 650 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.