

Ojen Sirin

Chief Marketing & Talent Officer

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Ojen Sirin is the Chief Marketing & Talent Officer at Sullivan, where she plays a central role in aligning the firm's business strategy with the professional growth and development of its attorneys. She leads the firm's global marketing and business development function, partnering closely with lawyers across practices to strengthen market positioning, drive revenue growth, and cultivate long-term client relationships.

Ojen works closely with the firm's Management Committee, partners, and Practice Group Leaders to design and execute comprehensive business development strategies. She oversees the strategic direction and performance of the firm's Practice Groups, with a focus on identifying growth opportunities, enhancing cross-practice collaboration, and driving measurable results. Her leadership spans all aspects of marketing and business development, including revenue planning, practice group budgeting, high-impact client pitches and proposals, internal and external communications, and thought leadership initiatives. Known for her forward-thinking approach, Ojen also champions innovative, data-driven strategies that position the firm competitively in an evolving legal marketplace.

In her talent development role, Ojen leads the firm's efforts to recruit, develop, and retain top legal talent. She has built and implemented comprehensive talent management frameworks that support associates, counsel, and partners at every stage of their careers, including individualized career development plans, performance evaluation systems, and structured feedback processes. She also designs and oversees strategic work allocation programs to ensure attorneys gain meaningful experience. Ojen collaborates closely with department directors and practice group leaders to align staffing with developmental goals, and she is responsible for the firm's attorney training and mentoring initiatives. She co-manages the First Year Associate Program and guides new attorneys through departmental rotations and advising them on department placement.

Education

- University of Miami School of Law (J.D.)
- Florida State University (B.A.)

Bar & Court Admissions

- Florida

Professional Qualifications

- Member, National Association for Law Placement
- Member, Boston Bar Association
- Member, Florida Bar Association

Community Engagement

- Member, Greater Boston Chamber of Commerce Talent Development and Retention Council
- Member, Professional Development Consortium
- Member, Legal Marketing Association
- Member, Boston Bar Association

Languages

- Turkish

Viewpoints

February 1, 2021

The Secret to Success for Diverse Attorneys: Work Allocation

Savoy Magazine