

Sammi Jayawardane

Director of Marketing & Business Development – Asia



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Sammi leads Cooley's Asia marketing and business development team, driving revenue through new business opportunities and client expansion programs – including pitches and proposals, events and sponsorships, sales pipeline management, key client initiatives, and business development coaching and training.

Sammi has almost 25 years of client-facing marketing and business development experience in global professional services firms – including law firms and Big Four consulting firms – across three continents. She has been based in Asia for over a decade.

In the legal industry, Sammi was one of the founding members of Women in Law Hong Kong (WILHK) in 2015. In 2016, Sammi was inducted into the ICON (formerly APSMA) Hall of Fame, which acknowledged her significant contribution to the professional services marketing industry across the Asia-Pacific region.

Education

University of New South Wales Master in Business Administration - Change, 2024

University of New South Wales Postgraduate Certificate in Change Management, 2019

Chartered Institute of Marketing Diploma in Professional Services Marketing, 2010