

Samira Gilani

Associate Director of Marketing – Life Sciences

sgilani@cooley.com

+1 312 881 6797

Chicago

Samira works at the intersection of strategy, brand, client experience and business development. Samira partners closely with Cooley's life sciences leaders to translate the practice's strategic priorities into market-facing strategies that strengthen the firm's position, elevate its lawyers and experience, deepen client engagement and create opportunities for growth.

Samira approaches marketing as an interconnected growth system rather than a collection of tactics. She starts with the audience and the business objective, then connects the story, experience, channels and relationships needed to create impact. She leads a team whose work spans thought leadership, events and sponsorships, market recognition, targeting, attorney positioning, pitches and proposals and practice development – bringing those efforts together around a shared commercial strategy.

A problem solver by nature, Samira is particularly drawn to complex and ambiguous challenges that require both strategic thinking and practical execution. She brings structure to competing priorities, connects teams and disciplines around a common objective, and helps leaders determine where to focus and how to translate ideas into action.

Her career spans consulting, technology and Big Law, giving her a distinctive perspective on how organizations navigate change, differentiate in competitive markets and build more customer-centered experiences. Across each chapter of her career, the common thread has been supporting organizations turn insight into action and innovation into growth. She brings that perspective to Cooley's life sciences practice, helping the team continually refine how it shows up in the market, engages its clients and builds lasting competitive advantage.

Education

Columbia University Master of Public Health, Health Management

Carnegie Mellon University BS