Cooley

Jacinda Adams

Director of Event Strategy

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Chicago

Jacinda leads Cooley's global event strategy, bringing together market insights, client development priorities and distinctive experiences to strengthen relationships, elevate the firm's brand and drive business growth. She partners with firm leadership, client development and marketing teams to align event investments with strategic priorities, ensuring the firm delivers the right experiences for the right audiences.

With a focus on innovation, operational excellence and measurable impact, Jacinda oversees the firm's premier experiences, geographic event strategy and event technology ecosystem. From intimate executive gatherings to large-scale marquee programs, she develops scalable strategies and frameworks that transform events into meaningful opportunities for client connection and long-term business growth.

Jacinda brings more than 20 years of experience in marketing, client engagement and experiential strategy. Before joining Cooley, she spent a decade at PwC in several leadership roles, including director of national hospitality and client experiences and director of central market geography marketing. During her tenure, she developed the firm's national hospitality strategy, led marketing efforts in Mexico, and oversaw regional marketing initiatives focused on market growth, client relationships and business development. Her earlier career included marketing and communications leadership roles across healthcare and nonprofit organizations, where she led award-winning campaigns, brand initiatives and community engagement programs.

Committed to mentorship and community impact, Jacinda serves on the boards of OIC of America and DuPagePads and has been involved with NBC Chicago's community action and advisory group since 2013.

Education

Southern New Hampshire University MS, Marketing

Metropolitan State University MA, Public and Nonprofit Administration

University of Minnesota Twin Cities BA, Sociology of Law, Criminology & Deviance