Cooley

Jessica Klimczak

Associate Director of Geo Marketing

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Jessica leads geographic marketing strategy at Cooley, partnering across the firm to develop event strategies and programming that strengthen relationships with current and prospective clients. She focuses on building the strategy, processes and measurements that connect this programming to broader business goals and help demonstrate its impact.

Jessica brings nearly two decades of marketing experience spanning brand strategy, product marketing, sponsorships, partnerships and go-to-market strategy. Before joining Cooley, she held leadership roles across technology, financial services and consumer brands, building strategies and programs designed to deepen customer relationships, enter new markets and drive measurable growth.

At Mastercard, Jessica led consumer marketing for the global Priceless.com platform, developing programming and partnerships that connected cardholders with distinctive experiences around the world. At Entain, she led global sponsorships, brand partnerships and product marketing, including partnerships with major esports leagues as the company expanded into new international markets.

Throughout her career, Jessica has gravitated toward opportunities to bring structure to ambitious ideas and turn strategy into action. She is a collaborative problem solver who looks at challenges from multiple perspectives, finds common ground and is always willing to jump in wherever needed to get the work across the finish line.

Education

San Francisco State University BS, Business Administration, concentration in Marketing