Cooley

Bettina Faerber

Associate Director of Brand Strategy

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Bettina leads brand strategy at Cooley, helping strengthen the firm's market position and translate business priorities, market intelligence and client insight into a differentiated brand that supports growth today and reflects where the firm is going next. Her work connects business strategy, client experience, brand positioning, campaigns and storytelling to build a more distinctive, differentiated and future-ready brand that is highly competitive in the market.

With more than 20 years of experience across brand strategy, marketing, customer experience, research and transformation, Bettina has helped organizations clarify where they can win, build stronger connections with their audiences and turn complex business challenges into clear market opportunities. Her work has spanned global technology, consumer, healthcare, higher education and mission-driven organizations, with a consistent focus on aligning brand, customer needs and enterprise strategy.

Bettina is especially energized by moments of change – when organizations are evolving, entering new territory or rethinking how they create value. She brings strategic rigor, curiosity and practical execution to those moments, helping teams move from complexity to clear choices and from ambition to action.

Outside of work, she enjoys traveling, exploring new places and perspectives, and engaging in conversations that challenge how she sees the world.

Education

The London School of Economics and Political Science MS, Global Media and Communications

University of Southern California MA, Global Communication