

Britt Powers

Associate Director of Marketing – Regulatory

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Britt oversees a team that provides day-to-day support to help Cooley's regulatory lawyers increase their visibility and grow client relationships. With more than a decade of experience at top law firms and a passion for leveraging data in new ways to enhance marketing initiatives, Britt drives high-impact campaigns while guiding attorneys on client development strategies.

Before joining Cooley, Britt held senior business development and marketing roles at several Am Law 100 firms, partnering with attorneys across regulatory, litigation and transactional practices. In those positions, she led client development initiatives, managed high-value pitches and proposals, and collaborated with cross-functional teams to strengthen market visibility. Her work consistently emphasized data-driven strategies and innovative approaches that helped lawyers expand client relationships and identify new opportunities for growth.

Education

Memberships & Affiliations

Daughters of the American Revolution (DAR)