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Fortune 500 SVP

Business Expansion

Omnichannel
E-commerce

Digital Transformation
M&A

Corporate Governance

Cooper Jackson is a Senior Vice President at Electronic Arts [NASDAQ: EA] with over two decades of experience driving growth, transformation, and risk management for leading global entertainment, gaming, and digital media companies. Cooper is a business advisor who analyzes financial performance to identify growth opportunities, counsels on M&A transactions, promotes technology innovation, and navigates transformative industry disruptions to deliver value for shareholders and stakeholders. She has played a key role at the intersection of entertainment and technology, driving global partnerships and long-term strategies that grow revenues, expand markets, and scale businesses.

Cooper has worked for Fortune 500 companies, including Electronic Arts (EA), 21st Century Fox, Sony Pictures, and Warner Bros., where she has held leadership roles reporting into the C-suite and has frequently prepared insights on large partnership strategies for review by the board of directors. She leads business development and strategic planning to capitalize on transformative shifts in consumer behavior and distribution models (such as the rise of cloud streaming for games and subscription-based content delivery) to drive revenue growth, consumer engagement, and IP monetization.

Cooper is qualified to lead corporate boardroom discussions on licensing opportunities and digital distribution trends. Cooper is a frequent presenter to the C-suite at EA as well as its partners (such as Microsoft, Sony, Nintendo, Amazon), reporting on optimization of digital media pipelines, omnichannel e-commerce, brand building, and technology innovation, including artificial intelligence, with the goal of growing revenue streams.

Her M&A experience includes advising on due diligence, negotiating favorable terms, and reviewing international regulatory laws for landmark transactions, including the Disney/Fox and Microsoft/Activision mergers. Her areas of expertise across enterprise risk include cybersecurity, data privacy, macroeconomic impacts, and market competition.

In nonprofit board governance, Cooper was a trustee of Williams College, where she served five years on the board developing a ten-year strategic plan, onboarding the new President, and adding legal oversight to the Audit Committee. At other community and civic boards, she has mentored chief executives and board chairs, advised on emerging technologies and cybersecurity, and overseen digital transformation plans.

As a board member, Cooper values collaboration, seeks intellectual challenge, and enjoys customer-driven and high energy leadership teams. She has a passion for building businesses through partnerships, strategic alliances, and joint ventures and creating long-term value in rapidly evolving consumer industries.

Cooper holds a B.A. in Political Science from Williams College and a J.D. from Georgetown University Law Center. Cooper and her husband reside in Los Angeles and have three grown sons. She is a frequent speaker on the topics of artificial intelligence and intellectual property across digital media.