



## COOPER JACKSON

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**GLOBAL BUSINESS GROWTH EXPERT | AI & TECHNOLOGY | DIGITAL TRANSFORMATION | IP LICENSING | STRATEGIC PARTNERSHIPS | M&A | E-COMMERCE | MEDIA & ENTERTAINMENT**

Cooper Jackson has over 25 years of experience driving growth and transformation at Fortune 500 entertainment and technology companies through strategic partnerships, digital media distribution, and IP monetization, including managing partnerships valued at over \$1B in incremental annual revenue. She is a Senior Vice President at Electronic Arts [NASDAQ: EA] leading business development across global platform partnerships, AI and technology advancements, and IP licensing, and driving long-term strategies that grow revenues, expand markets, and scale businesses.

### VALUE-ADDED EXPERIENCE FOR BOARDS

- Leadership roles at EA, 21st Century Fox, Sony Pictures, and Warner Bros. driving growth through digital distribution, AI and emerging technologies, and IP and brand building.
- Drives digital transformation by optimizing distribution pipelines, scaling e-commerce and SaaS platforms, and integrating new technologies to capitalize on shifts in consumer behavior and grow revenue streams.
- Advances AI adoption for productivity, creativity, and innovation while establishing governance frameworks for IP protection, data privacy, and cybersecurity risk management.
- Maximizes IP portfolio value through cross-media licensing partnerships to build brand equity, expand consumer engagement, and generate multi-channel revenues.
- Provides strategic counsel on landmark M&A transactions. Managed due diligence during the \$71B Disney-Fox merger on global regulatory compliance, IP rights, and integration. Advises on entertainment industry mergers, including macro-economic impacts, data protection, and market competition.
- Frames complex market dynamics, consumer trends, and financial performance into actionable insights that enable C-suite executives and board directors to make informed decisions during industry disruption.

### BOARD EXPERIENCE

- **Goodwill Southern California, Board of Directors, 2026 - present**
  - *Audit Committee | Retail Committee*
- **Red Hen Press, Board of Directors, 2024 - 2026**
  - *Nominating & Governance Committee | Executive Committee*
- **Williams College, Board of Trustees, 2016 - 2021**
  - *Audit Committee | Nominating & Governance Committee | Technology Committee*

### EDUCATION & PROFESSIONAL RECOGNITION

- **J.D., Georgetown University Law Center**
- **B.A., Political Science, Williams College**
- *"50 Women to Watch for Boards" - 50/50 Women on Boards 2025 Honoree*
- Frequent speaker on AI, IP, and digital media at industry events and universities

## CAREER HIGHLIGHTS

### **Electronic Arts, SVP, Business Development, 2019 - present**

- Leads global 40-person organization managing digital platform partnerships, AI strategic sourcing and licensing, and IP and brand monetization strategy for \$50B video game company.
- Drives strategic partnerships with the world's largest technology platforms, including Sony, Microsoft, Nintendo, and Amazon, to optimize digital media pipelines, omnichannel e-commerce, and technology integration, driving over \$1B in incremental annual revenues.
- Manages IP cross-media licenses with leading sports and entertainment companies, including Disney, Marvel, Paramount and the NFL, to create multi-platform consumer experiences, build brand equity, and generate additional revenue streams.
- Shapes corporate strategy on AI adoption by advising on emerging technology and negotiating partnerships for AI tools and cloud services while managing cybersecurity, data privacy, and IP protection risks.
- Counsels on M&A regulatory matters affecting digital media and technology, including antitrust compliance, international regulations, and data protection across global markets.

### **21st Century Fox, SVP, Business Affairs, 2015 - 2019**

- Drove digital transformation initiatives for \$1B home entertainment division, leading commercial strategy and partnership negotiations with global media platforms for film/TV content distribution, subscription streaming, home theater, virtual reality, and social media channels.
- Provided strategic leadership during the \$71B Disney-Fox merger, conducting due diligence on global regulatory compliance, competitive market analysis, IP rights, and contractual obligations.

### **Sony Pictures (NYSE: SONY), SVP, Business Affairs, 2008 - 2015**

- Negotiated all major home entertainment partnerships for film/TV content, including domestic and international joint ventures, to expand markets and secure new revenue streams during industry transition from DVD packaged goods to digital distribution. Expanded product portfolio through IP rights acquisitions.
- Managed crisis response following the 2014 cyber-attack to negotiate the release of "The Interview" film across 60+ online platforms and implement cybersecurity protocols.