Strategic Industry Profiles
Dallas Region

January 2021
The Greater Dallas Area already claims…

- Strong comparative advantage in **marketing**, **financial services**, and upstream **aerospace/defense**
  - Marketing: Ranked 8 in US
  - Financial Services: Ranked 2 in US
  - Aerospace & Defense: Ranked 3 in US

- Large **transportation** and **oil & gas production** sectors
  - Transportation: Ranked 2 in US
  - Oil & Gas Production: Ranked 3 in US

- These profiles will feature:
  - Financial Services
  - Marketing & Design
  - Aerospace & Defense
  - Oil & Gas Production
  - Transportation & Logistics
# Key Occupations & Industry Linkages

**Industry: Financial Services**

<table>
<thead>
<tr>
<th>No Postsecondary</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer Service Representative</td>
<td>Property, Real Estate, and Community Association Manager</td>
<td>Insurance Sales Agent</td>
</tr>
<tr>
<td></td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Maintenance and Repair Workers</td>
<td>Real Estate Sales Agent</td>
</tr>
<tr>
<td></td>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>Bill and Account Collectors</td>
<td>Sales Representatives, Services, All Other</td>
</tr>
<tr>
<td></td>
<td>Loan Interviewers and Clerk</td>
<td>Insurance Claims and Policy Processing Clerks</td>
<td>Securities, Commodities, and Financial Services</td>
</tr>
<tr>
<td></td>
<td>Real Estate Sales Agents</td>
<td>Office Clerks, General</td>
<td>Sales Agents</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Credit Counselors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bachelor’s or Advanced Degree</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Financial Analyst</td>
<td>Computer and Information Research Scientist</td>
<td>Computer and Information Systems Manager</td>
</tr>
<tr>
<td></td>
<td>Computer Occupations, All Other</td>
<td>Engineers, All Other</td>
<td>Computer and Information Research Scientist General and Operations Manager</td>
</tr>
<tr>
<td></td>
<td>Software Developers, Application</td>
<td>Business Operations Specialists</td>
<td>Architectural and Engineering Manager</td>
</tr>
<tr>
<td></td>
<td>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</td>
<td>Computer and Information Systems Managers</td>
<td>Information Security Analysts</td>
</tr>
<tr>
<td></td>
<td>Financial Managers</td>
<td>Financial Specialists</td>
<td></td>
</tr>
</tbody>
</table>

**Region: Dallas, TX**

*Source: Analysis of Burning Glass job posting data*

*Source: U.S. Cluster Mapping [http://clustermapping.us/]*
### Key Occupations & Industry Linkages

**Industry:** Marketing & Design

**Region:** Dallas, TX

<table>
<thead>
<tr>
<th>Postsecondary Level</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Postsecondary</td>
<td>Customer Service Representatives</td>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
</tr>
<tr>
<td></td>
<td>Stock Clerks and Order Fillers</td>
<td>Food Service Managers</td>
<td>Sales Representatives, Services</td>
</tr>
<tr>
<td></td>
<td>Sales Representatives, Services</td>
<td>Customer Service Representatives</td>
<td>Customer Service Representatives</td>
</tr>
<tr>
<td>Bachelor’s or Advanced Degree</td>
<td>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</td>
<td>Architects</td>
<td>Software Developers, Applications</td>
</tr>
<tr>
<td></td>
<td>Market Research Analysts and Marketing Specialists</td>
<td>Interior Designers</td>
<td>Financial Managers</td>
</tr>
<tr>
<td></td>
<td>General Managers</td>
<td>Financial Analysts</td>
<td>Human Resources Managers</td>
</tr>
<tr>
<td></td>
<td>Marketing Managers</td>
<td>Accountants and Auditors</td>
<td>Web Developers</td>
</tr>
<tr>
<td></td>
<td>Graphic Designers</td>
<td>Management Analysts</td>
<td>Computer Occupations, All Other</td>
</tr>
</tbody>
</table>

**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
# Key Occupations & Industry Linkages

## Industry: Aerospace & Defense

### Occupations in Greatest Demand
- Engineering Technicians
- Avionics Technicians
- Aircraft Mechanics and Service Technicians
- Production Workers, All Other

### Occupations with Fastest-Growing Demand
- Drafters
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Industrial Engineering Technicians
- Team Assemblers
- Production Workers, All Other

### Occupations with Highest Predicted Salaries
- First-Line Supervisors of Mechanics, Installers, and Repairers
- Drafters
- First-Line Supervisors of Production and Operating Workers
- Production, Planning, and Expediting Clerks

## Region: Dallas, TX

### Bachelor's or Advanced Degree
- Computer Occupations, All Other
- Software Developers, Applications
- General Managers
- Electrical Engineers
- Aerospace Engineers

- Computer Hardware Engineers
- Software Developers, Systems Software
- Chemical Engineers
- Purchasing Managers
- Electronics Engineers

- Computer and Information Systems Managers
- Materials Engineers
- Software Developers, Systems Software
- Software Developers, Applications
- Computer Network Architects

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Source: Analysis of Burning Glass job posting data

## Key Occupations & Industry Linkages

### Industry: Oil & Gas Production

<table>
<thead>
<tr>
<th>Region: Dallas, TX</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Occupation Groups</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Postsecondary</strong></td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>Mechanical Engineering Technicians</td>
<td>Engineering Technicians</td>
</tr>
<tr>
<td></td>
<td>Engineering Technicians</td>
<td>Customer Service Representatives</td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
</tr>
<tr>
<td></td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Maintenance and Repair Workers</td>
<td>Maintenance and Repair Workers</td>
</tr>
<tr>
<td></td>
<td>Customer Service Representatives</td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Industrial Engineering Technicians</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>Occupation Groups</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bachelor’s or Advanced Degree</strong></td>
<td>General Managers</td>
<td>Financial Analysts</td>
<td>Teachers and Instructors, All Other</td>
</tr>
<tr>
<td></td>
<td>Computer Occupations, All Other</td>
<td>Sales Managers</td>
<td>Software Developers, Applications</td>
</tr>
<tr>
<td></td>
<td>Mechanical Engineers</td>
<td>Managers, All Other</td>
<td>Computer Systems Analysts</td>
</tr>
<tr>
<td></td>
<td>Software Developers, Applications</td>
<td>Mechanical Engineers</td>
<td>Mechanical Engineers</td>
</tr>
<tr>
<td></td>
<td>Computer Occupations, All Other</td>
<td>Computer Occupations, All Other</td>
<td>Financial Managers</td>
</tr>
</tbody>
</table>

**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
## Key Occupations & Industry Linkages

**Industry:** Transportation & Logistics

<table>
<thead>
<tr>
<th>No Postsecondary</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>Insurance Sales Agents</td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
</tr>
<tr>
<td></td>
<td>Bus and Truck Mechanics and Diesel Engine Specialists</td>
<td>Driver/Sales Workers</td>
<td>Commercial Pilots</td>
</tr>
<tr>
<td></td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Dispatchers</td>
<td>Insurance Sales Agents</td>
</tr>
<tr>
<td></td>
<td>Maintenance and Repair Workers</td>
<td>Industrial Engineering Technicians</td>
<td>Engineering Technicians</td>
</tr>
<tr>
<td></td>
<td>First-Line Supervisors of Mechanics, Installers, and Repairers</td>
<td>Automotive Service Technicians and Mechanics</td>
<td>First-Line Supervisors of Mechanics, Installers, and Repairers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bachelor's or Advanced Degree</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Computer Occupations, All Other</td>
<td>Civil Engineers</td>
<td>Information Security Analysts</td>
</tr>
<tr>
<td></td>
<td>General Managers</td>
<td>Software Developers, Applications</td>
<td>Software Developers, Applications</td>
</tr>
<tr>
<td></td>
<td>Software Developers, Applications</td>
<td>Management Analysts</td>
<td>Computer Occupations, All Other</td>
</tr>
<tr>
<td></td>
<td>Management Analysts</td>
<td>Information Security Analysts</td>
<td>Sales Managers</td>
</tr>
<tr>
<td></td>
<td>General and Operations Managers</td>
<td></td>
<td>Marketing Managers</td>
</tr>
</tbody>
</table>

**Region: Dallas, TX**

**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
Key Occupations Profile

Key Occupation: Software Developers, Applications

Region: Dallas, TX

188,514 Job Postings in Region 2015-2019, across all industries

$98,000 Advertised Salary Salary modeled from job postings for this occupation

+33% Projected Growth Estimated growth in employment, 2020-2030

44% Entry Level Percent of job postings calling for 0-2 years of experience or not specifying

94% BA+ Level Percent of job postings calling for a BA or higher

25% Within Key Industries Percent of demand for this occupation that falls within the target industry

Top Skills

- Java
- SQL
- Software Development
- JavaScript
- Software Engineering
- Microsoft C#

Number of Postings

20,000 40,000 60,000 80,000

Top Regional Employers

- JP Morgan Chase Company
- Accenture
- Verizon Communications Incorporated
- Lockheed Martin Corporation
- Citi
- Bank of America

Job Postings (2015-2019)

500 1,000 1,500 2,000 2,500

Occupation Demographics

- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

Percent of Workers

% 20% 40% 60% 80%

Industries employing this occ:

- Business Services
- Financial Services
- Information Technology and Analytical Instruments
- Insurance Services

Bachelor’s Degree Labor Force
Workers in This Occupation
Key Occupations Profile

**Key Occupation:** Information Security Analyst

**Region:** Dallas, TX

- **28,444** Job Postings in Region
  - 2015-2019, across all industries
- **$95,000** Advertised Salary
  - Salary modeled from job postings for this occupation
- **+26%** Projected Growth
  - Estimated growth in employment, 2020-2030
- **41%** Entry Level
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **91%** BA+ Level
  - Percent of job postings calling for a BA or higher
- **26%** Within Key Industries
  - Percent of demand for this occupation that falls within the target industry

**Top Skills**
- Information Security
- Network Security
- Information Systems
- Linux
- Project Management
- Cryptography

**Top Regional Employers**
- Verizon Communications Incorporated
- Bank of America
- Citi
- Lockheed Martin Corporation
- Deloitte
- Raytheon

**Number of Postings**

<table>
<thead>
<tr>
<th>Skill</th>
<th>5,000</th>
<th>10,000</th>
<th>15,000</th>
<th>20,000</th>
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<tbody>
<tr>
<td>Information Security</td>
<td></td>
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</tr>
<tr>
<td>Network Security</td>
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</tr>
<tr>
<td>Information Systems</td>
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</tr>
<tr>
<td>Linux</td>
<td></td>
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</tr>
<tr>
<td>Project Management</td>
<td></td>
<td></td>
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<tr>
<td>Cryptography</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Top Regional Employers (2015-2019)**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raytheon</td>
<td>600</td>
</tr>
<tr>
<td>Deloitte</td>
<td>500</td>
</tr>
<tr>
<td>Raytheon</td>
<td>400</td>
</tr>
<tr>
<td>Bank of America</td>
<td>200</td>
</tr>
<tr>
<td>Verizon Communications</td>
<td>150</td>
</tr>
<tr>
<td>Lockheed Martin Corporation</td>
<td>120</td>
</tr>
<tr>
<td>Citi</td>
<td>80</td>
</tr>
<tr>
<td>Bank of America</td>
<td>80</td>
</tr>
<tr>
<td>Citi</td>
<td>50</td>
</tr>
<tr>
<td>Deloitte</td>
<td>40</td>
</tr>
<tr>
<td>Raytheon</td>
<td>30</td>
</tr>
</tbody>
</table>

**Occupation Demographics**

<table>
<thead>
<tr>
<th>Percent of Workers</th>
<th>White</th>
<th>Mixed/other</th>
<th>Black</th>
<th>Asian or Pacific Islander</th>
<th>Native American</th>
<th>Latinx</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40%</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
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</tr>
<tr>
<td>80%</td>
<td></td>
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</tr>
</tbody>
</table>

**Industries employing this occ:**
Business Services
Financial Services
Local Financial Services
Information Technology and Analytical Instruments
Key Occupations Profile

**Key Occupation:** Management Analysts

**Region:** Dallas, TX

- **48,461** Job Postings in Region (2015-2019, across all industries)
- **$82,000** Advertised Salary (Salary modeled from job postings for this occupation)
- **50%** Entry Level (Percent of job postings calling for 0-2 years of experience or not specifying)
- **+20%** Projected Growth (Estimated growth in employment, 2020-2030)
- **97%** BA+ Level (Percent of job postings calling for a BA or higher)
- **26%** Within Key Industries (Percent of demand for this occupation that falls within the target industry)

**Top Skills**
- Business Analysis
- Project Management
- Business Process
- SQL
- Customer Service
- Budgeting

**Top Regional Employers**
- Anthem Blue Cross
- Deloitte
- Accenture
- JP Morgan Chase Company
- UnitedHealth Group
- Infosys

**Industries employing this occ:**
- Business Services
- Financial Services
- Insurance Services
- Local Financial Services

**Occupation Demographics**
- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

**Number of Postings**

**Job Postings (2015-2019)**

- Bachelor's Degree Labor Force
- Workers in This Occupation
**Key Occupations Profile**

**Key Occupation: Market Research Analysts and Marketing Specialists**

- **26,168** Job Postings in Region
  - 2015-2019, across all industries

- **$52,000** Advertised Salary
  - Salary modeled from job postings for this occupation

- **+28%** Projected Growth
  - Estimated growth in employment, 2020-2030

- **71%** Entry Level
  - Percent of job postings calling for 0-2 years of experience or not specifying

- **95%** BA+ Level
  - Percent of job postings calling for a BA or higher

- **48%** Within Key Industries
  - Percent of demand for this occupation that falls within the target industry

**Region: Dallas, TX**

**Top Skills**
- Marketing
- Social Media
- Project Management
- Sales
- Customer Service
- Digital Marketing

**Top Regional Employers**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Staples</td>
<td>5,000</td>
</tr>
<tr>
<td>Advantage Sales &amp; Marketing</td>
<td>10,000</td>
</tr>
<tr>
<td>Lincoln Property Company</td>
<td>5,000</td>
</tr>
<tr>
<td>Accenture</td>
<td>100</td>
</tr>
<tr>
<td>Fossil, Inc.</td>
<td>150</td>
</tr>
<tr>
<td>Deloitte</td>
<td>200</td>
</tr>
</tbody>
</table>

**Occupation Demographics**

- **White**
- **Mixed/other**
- **Black**
- **Asian or Pacific Islander**
- **Native American**
- **Latinx**

- Bachelor's Degree Labor Force
- Workers in This Occupation

**Industries employing this occ:**
- Marketing, Design, and Publishing
- Insurance Services
- Local Real Estate, Construction, and Development
- Financial Services
Key Occupations Profile

Key Occupation: **Maintenance and Repair Workers**

Region: **Dallas, TX**

42,166 Job Postings in Region 2015-2019, across all industries

**$37,000** Advertised Salary
Salary modeled from job postings for this occupation

**+1%** Projected Growth
Estimated growth in employment, 2020-2030

79% Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

**<1%** BA+ Level
Percent of job postings calling for a BA or higher

26% Within Key Industries
Percent of demand for this occupation that falls within the target industry

### Top Skills
- Repair
- Plumbing
- HVAC
- Painting
- Predictive / Preventative Maintenance
- Carpentry

### Top Regional Employers
- Marriott International Incorporated
- cbre
- G6 Hospitality
- McDonald’s
- Walmart / Sam’s
- The Home Depot Incorporated

### Occupation Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>50</td>
</tr>
<tr>
<td>Mixed/other</td>
<td>20</td>
</tr>
<tr>
<td>Black</td>
<td>10</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>5</td>
</tr>
<tr>
<td>Native American</td>
<td>5</td>
</tr>
<tr>
<td>Latinx</td>
<td>30</td>
</tr>
</tbody>
</table>

Industries employing this occ:
- Business Services
- Financial Services
- Insurance Services
- Local Financial Services

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Key Occupations Profile

**Key Occupation: Insurance Sales Agents**

- **18,222** Job Postings in Region
  - **2015-2019**, across all industries
- **$50,000** Advertised Salary
  - Salary modeled from job postings for this occupation
- **+16%** Projected Growth
  - Estimated growth in employment, 2020-2030
- **91%** Entry Level
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **48%** BA+ Level
  - Percent of job postings calling for a BA or higher
- **4%** Within Key Industries
  - Percent of demand for this occupation that falls within the target industry

**Top Skills**
- Insurance Sales
- Customer Service
- Prospective Clients
- Appointment Setting

**Top Regional Employers**
- State Farm Insurance Companies
- Assurance
- Allstate
- Aflac
- Zurich Insurance
- Healthcare Solutions Team

**Top Skills**

**Occupation Demographics**

**Industries employing this occ:**
- Business Services
- Financial Services
- Local Financial Services
- Information Technology and Analytical Instruments

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Key Occupations Profile

**Key Occupation:** Heavy Tractor-Trailer Truck Driver

**Region:** Dallas, TX

- **123,695** Job Postings in Region 2015-2019, across all industries
- **85%** Entry Level Percent of job postings calling for 0-2 years of experience or not specifying
- **+16%** Projected Growth Estimated growth in employment, 2020-2030
- **$74,000** Advertised Salary Salary modeled from job postings for this occupation
- **<1%** BA+ Level Percent of job postings calling for a BA or higher
- **45%** Within Key Industries Percent of demand for this occupation that falls within the target industry

### Top Skills

- Truck Driving
- HAZMAT
- Commercial Driving
- Over The Road
- Forklift Operation
- Customer Service

<table>
<thead>
<tr>
<th>Skill</th>
<th>Number of Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Truck Driving</td>
<td>5,000</td>
</tr>
<tr>
<td>HAZMAT</td>
<td>10,000</td>
</tr>
<tr>
<td>Commercial Driving</td>
<td>20,000</td>
</tr>
<tr>
<td>Over The Road</td>
<td>25,000</td>
</tr>
<tr>
<td>Forklift Operation</td>
<td>5,000</td>
</tr>
<tr>
<td>Customer Service</td>
<td>10,000</td>
</tr>
</tbody>
</table>

### Top Regional Employers

- CRST International
- Roehl Transport
- Schneider National Incorporated
- Chalk Mountain Services Of Texas
- Schneider
- Averitt Express

<table>
<thead>
<tr>
<th>Employer</th>
<th>Number of Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRST International</td>
<td>500</td>
</tr>
<tr>
<td>Roehl Transport</td>
<td>1,000</td>
</tr>
<tr>
<td>Schneider National Incorporated</td>
<td>1,500</td>
</tr>
<tr>
<td>Chalk Mountain Services Of Texas</td>
<td>2,000</td>
</tr>
<tr>
<td>Schneider</td>
<td>2,500</td>
</tr>
<tr>
<td>Averitt Express</td>
<td>500</td>
</tr>
</tbody>
</table>

### Occupation Demographics

- **White**
- **Mixed/other**
- **Black**
- **Asian or Pacific Islander**
- **Native American**
- **Latinx**

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage of Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Labor Force</td>
<td>10%</td>
</tr>
<tr>
<td>Workers in This Occupation</td>
<td>90%</td>
</tr>
</tbody>
</table>

**Industries employing this occ:**
- Transportation and Logistics
- Distribution and Electronic Commerce
- Local Logistical Services
- Insurance Services

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