



# Strategic Industry Profiles

## Dallas Region

January 2021

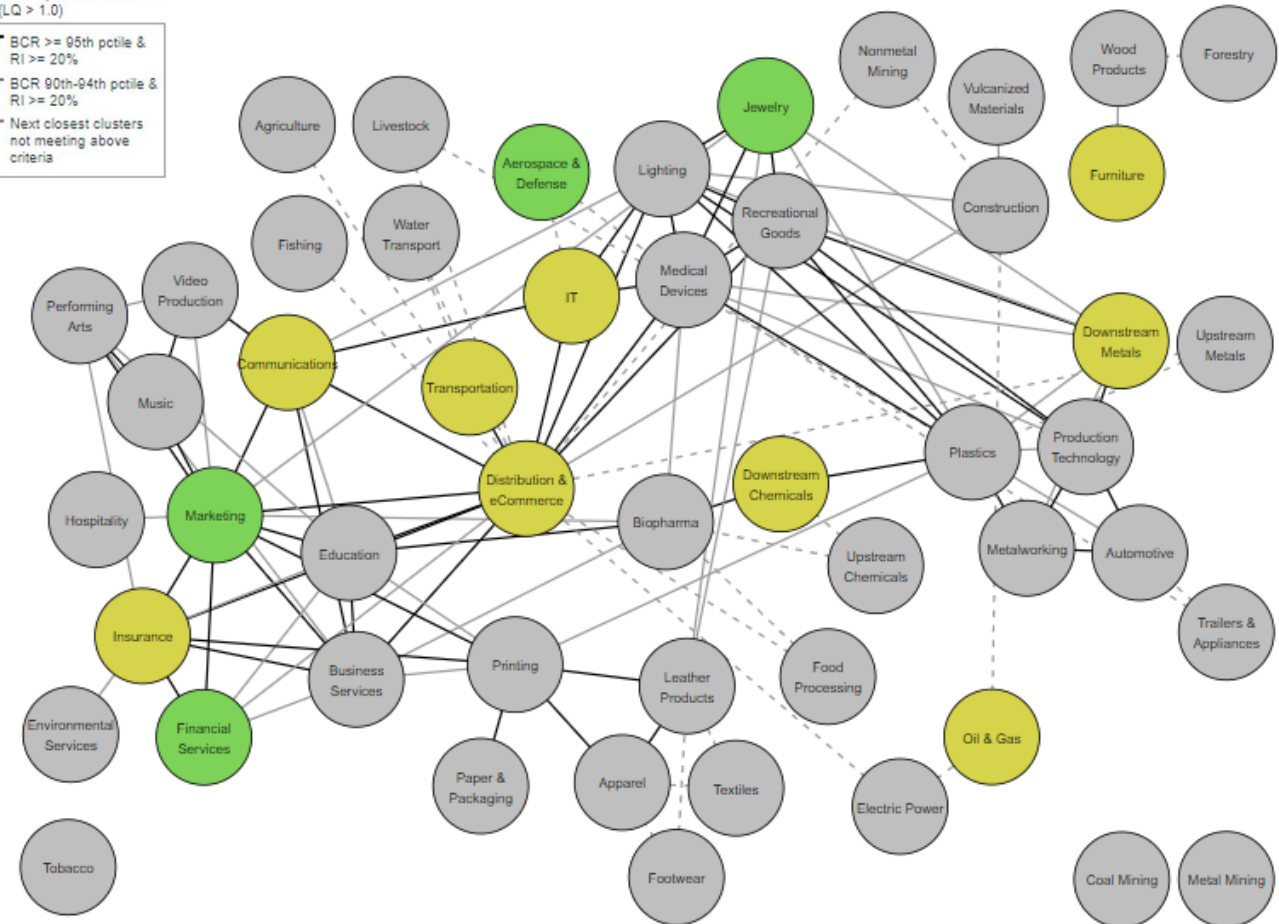
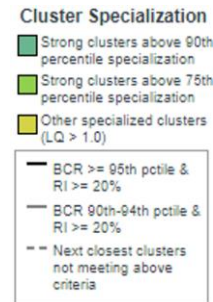
# Region Overview of Strategic Industries

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

## Cluster Linkages and Economic Diversification

Dallas, TX Metropolitan Area, 2017

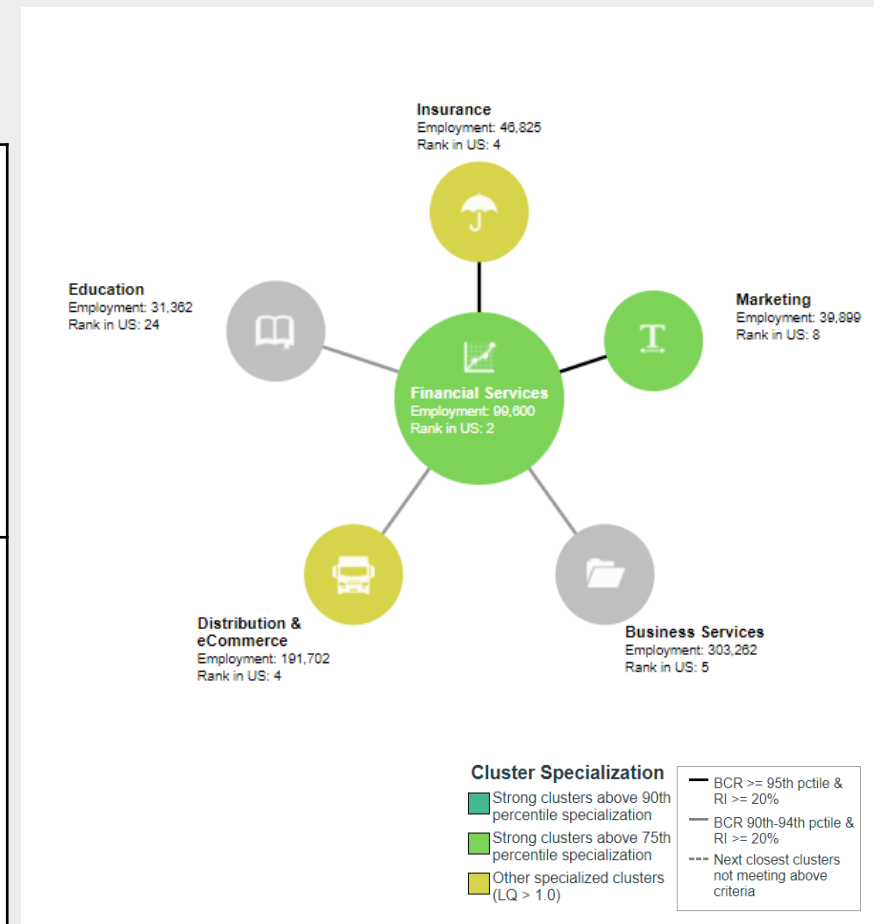


# Key Occupations & Industry Linkages

Industry: **Financial Services**

Region: **Dallas, TX**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Customer Service Representative Secretaries and Administrative Assistants, Except Legal, Medical, and Executive First-Line Supervisors of Retail Sales Worker Loan Interviewers and Clerk Real Estate Sales Agents	Property, Real Estate, and Community Association Manager Maintenance and Repair Workers Bill and Account Collectors Insurance Claims and Policy Processing Clerks Office Clerks, General	Insurance Sales Agent Real Estate Sales Agent Sales Representatives, Services, All Other Securities, Commodities, and Financial Services Sales Agents Credit Counselors
Bachelor's or Advanced Degree	Financial Analyst Computer Occupations, All Other Software Developers, Application Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products Financial Managers	Computer and Information Research Scientist Engineers, All Other Business Operations Specialists Computer and Information Systems Managers Financial Specialists	Computer and Information Systems Manager Computer and Information Research Scientist General and Operations Manager Architectural and Engineering Manager Information Security Analysts



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

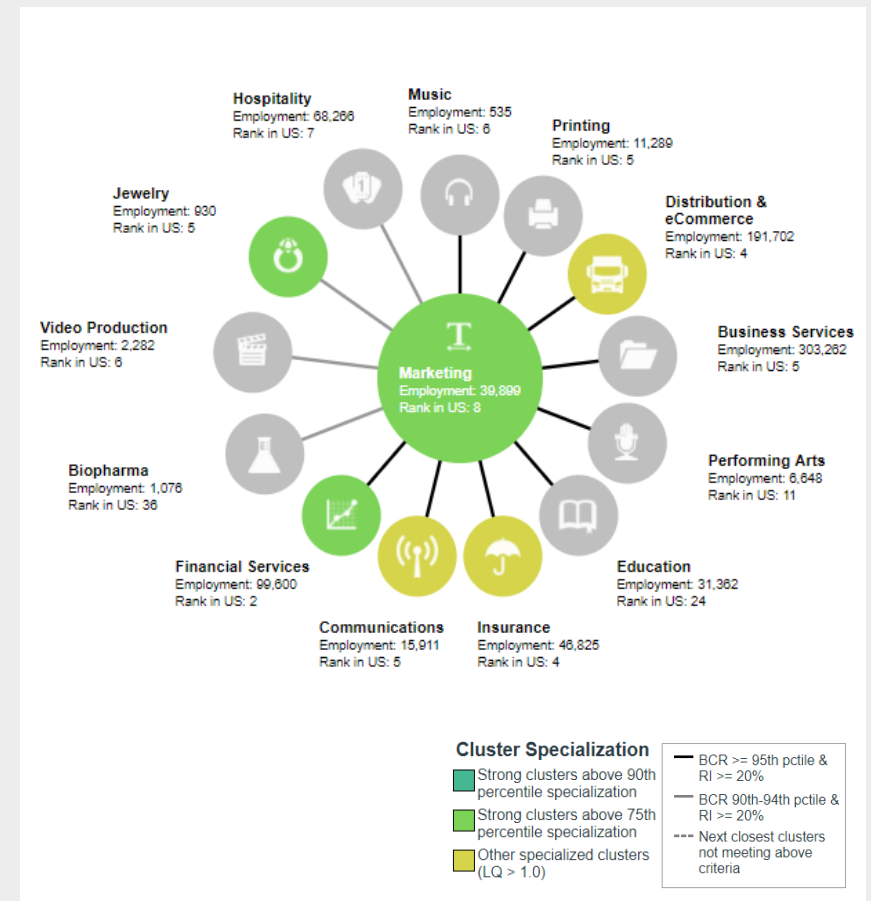
# Key Occupations & Industry Linkages

Industry: **Marketing & Design**

Region: **Dallas, TX**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
<b>No Postsecondary</b>	<ul style="list-style-type: none"> <li>Customer Service Representatives</li> <li>Stock Clerks and Order Fillers</li> <li>Sales Representatives, Services</li> </ul>	<ul style="list-style-type: none"> <li>First-Line Supervisors of Non-Retail Sales Workers</li> <li>Food Service Managers</li> <li>Customer Service Representatives</li> </ul>	<ul style="list-style-type: none"> <li>First-Line Supervisors of Non-Retail Sales Workers</li> <li>Sales Representatives, Services</li> <li>Food Service Managers</li> <li>Customer Service Representatives</li> </ul>
<b>Bachelor's or Advanced Degree</b>	<ul style="list-style-type: none"> <li>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</li> <li>Market Research Analysts and Marketing Specialists</li> <li>General Managers</li> <li>Marketing Managers</li> <li>Graphic Designers</li> </ul>	<ul style="list-style-type: none"> <li>Architects</li> <li>Interior Designers</li> <li>Financial Analysts</li> <li>Accountants and Auditors</li> <li>Management Analysts</li> </ul>	<ul style="list-style-type: none"> <li>Software Developers, Applications</li> <li>Financial Managers</li> <li>Human Resources Managers</li> <li>Web Developers</li> <li>Computer Occupations, All Other</li> </ul>

Source: Analysis of Burning Glass job posting data



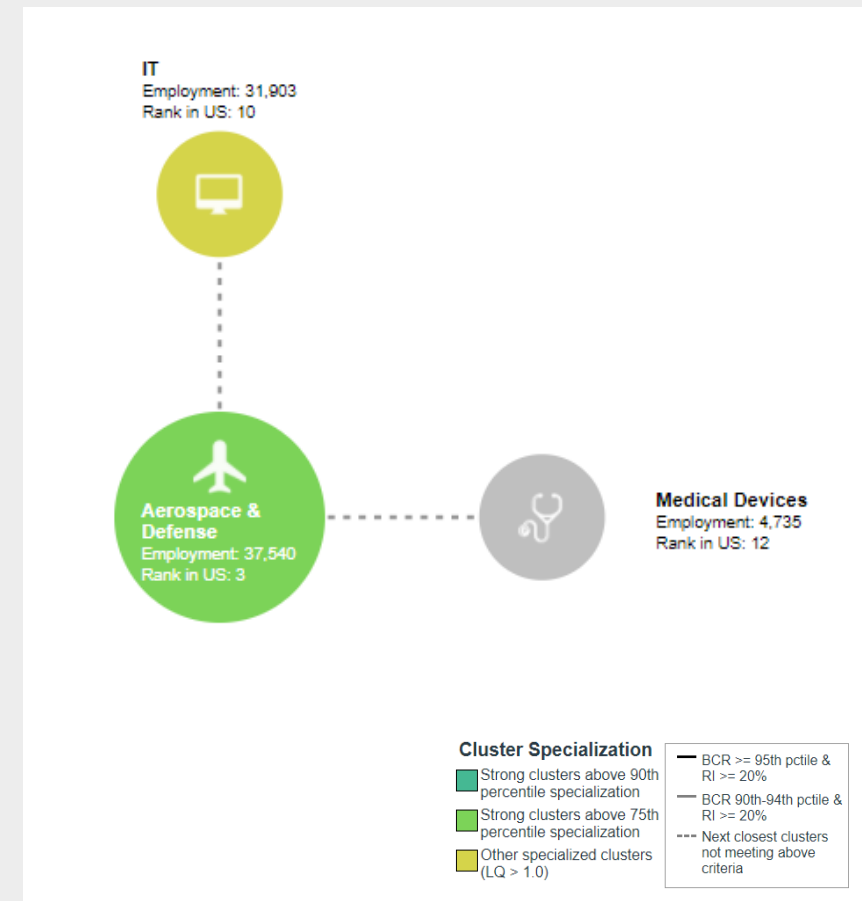
Source: U.S. Cluster Mapping <http://clustermapping.us/>

# Key Occupations & Industry Linkages

Industry: **Aerospace & Defense**

Region: **Dallas, TX**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
<b>No Postsecondary</b>	Engineering Technicians Avionics Technicians Aircraft Mechanics and Service Technicians Production Workers, All Other	Drafters Inspectors, Testers, Sorters, Samplers, and Weighers Industrial Engineering Technicians Team Assemblers Production Workers, All Other	First-Line Supervisors of Mechanics, Installers, and Repairers Drafters First-Line Supervisors of Production and Operating Workers Production, Planning, and Expediting Clerks
<b>Bachelor's or Advanced Degree</b>	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



Source: Analysis of Burning Glass job posting data

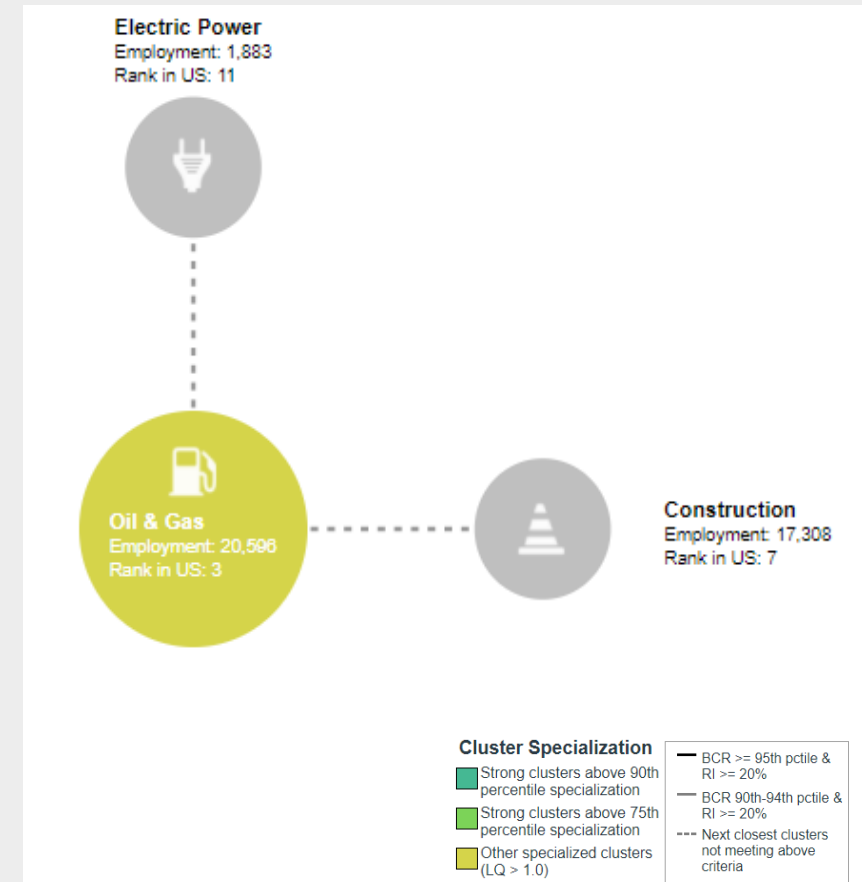
Source: U.S. Cluster Mapping <http://clustermapping.us/>

# Key Occupations & Industry Linkages

Industry: **Oil & Gas Production**

Region: **Dallas, TX**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Heavy and Tractor-Trailer Truck Drivers Engineering Technicians Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Customer Service Representatives	Mechanical Engineering Technicians Customer Service Representatives Maintenance and Repair Workers Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	Engineering Technicians Heavy and Tractor-Trailer Truck Drivers Maintenance and Repair Workers Industrial Engineering Technicians Mechanical Engineering Technicians
Bachelor's or Advanced Degree	General Managers Computer Occupations, All Other Mechanical Engineers Software Developers, Applications	Financial Analysts Sales Managers Managers, All Other Mechanical Engineers Computer Occupations, All Other	Teachers and Instructors, All Other Software Developers, Applications Computer Systems Analysts Mechanical Engineers Financial Managers



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

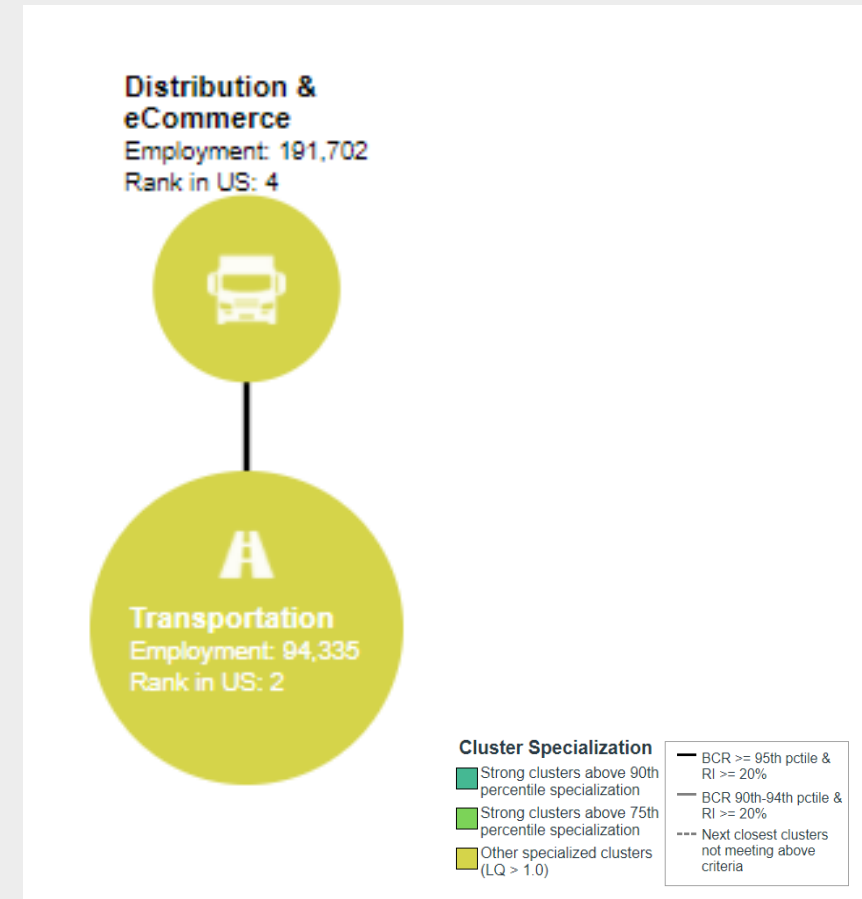


# Key Occupations & Industry Linkages

Industry: **Transportation & Logistics**

Region: **Dallas, TX**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
<b>No Postsecondary</b>	Heavy and Tractor-Trailer Truck Drivers Bus and Truck Mechanics and Diesel Engine Specialists Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Maintenance and Repair Workers First-Line Supervisors of Mechanics, Installers, and Repairers	Insurance Sales Agents Driver/Sales Workers Dispatchers Industrial Engineering Technicians Automotive Service Technicians and Mechanics	Heavy and Tractor-Trailer Truck Drivers Commercial Pilots Insurance Sales Agents Engineering Technicians First-Line Supervisors of Mechanics, Installers, and Repairers
<b>Bachelor's or Advanced Degree</b>	Computer Occupations, All Other General Managers Software Developers, Applications Management Analysts General and Operations Managers	Civil Engineers Software Developers, Applications Management Analysts Information Security Analysts	Information Security Analysts Software Developers, Applications Computer Occupations, All Other Sales Managers Marketing Managers



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <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%**

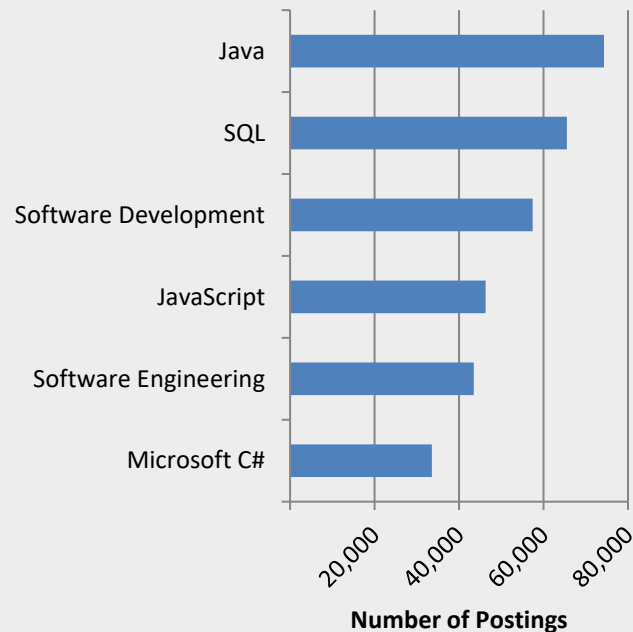
**BA+ Level**  
Percent of job postings calling for a BA or higher



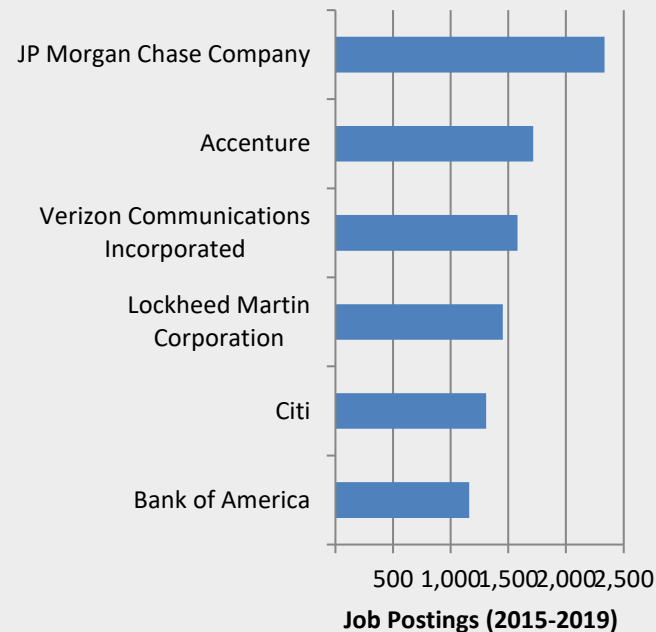
**25%**

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

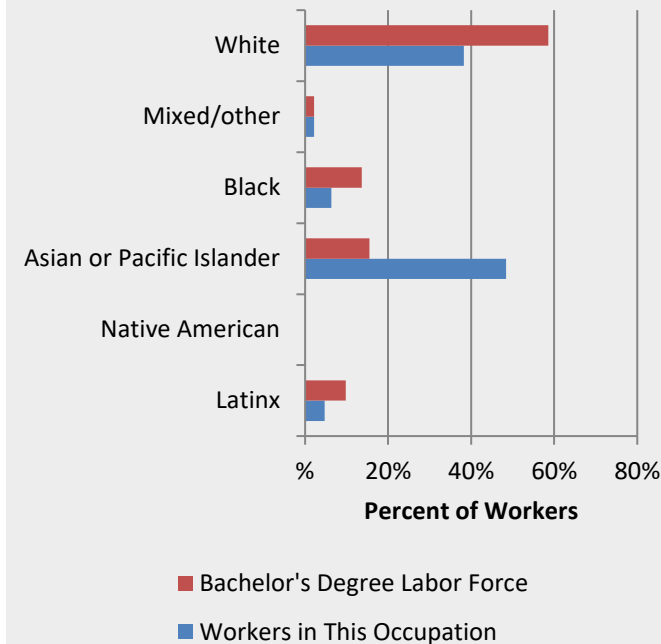
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



**Industries employing this occ:**

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



# 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

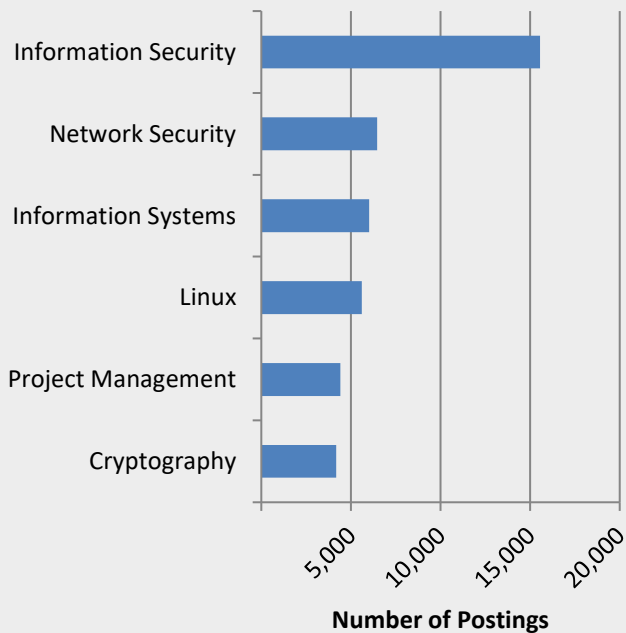
**91%**

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

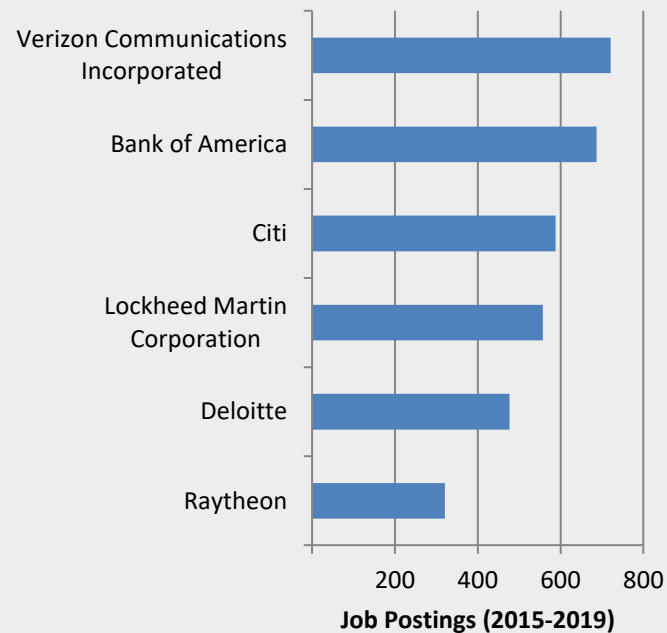
**26%**

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

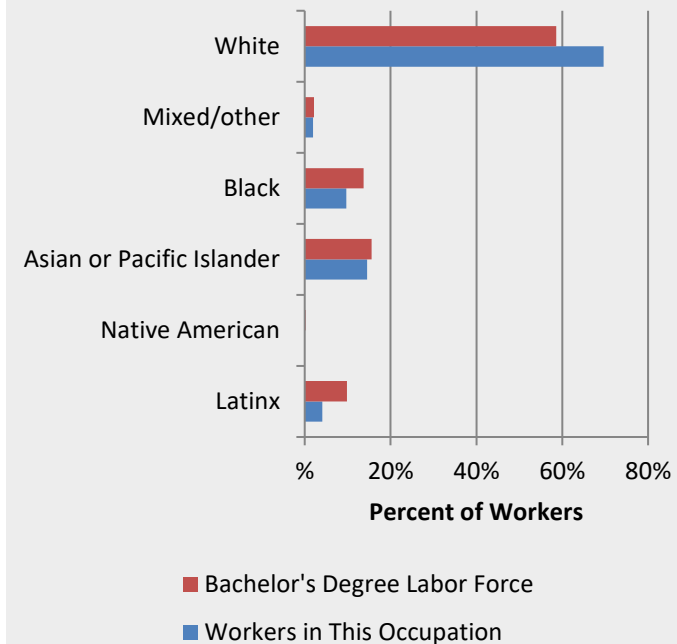
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



**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

**+20%**

**Projected Growth**  
Estimated growth in employment, 2020-2030

**50%**

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

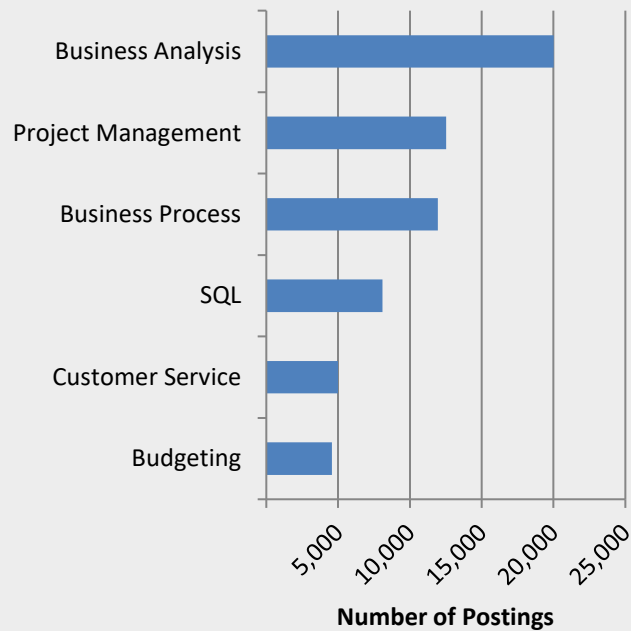
**97%**

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

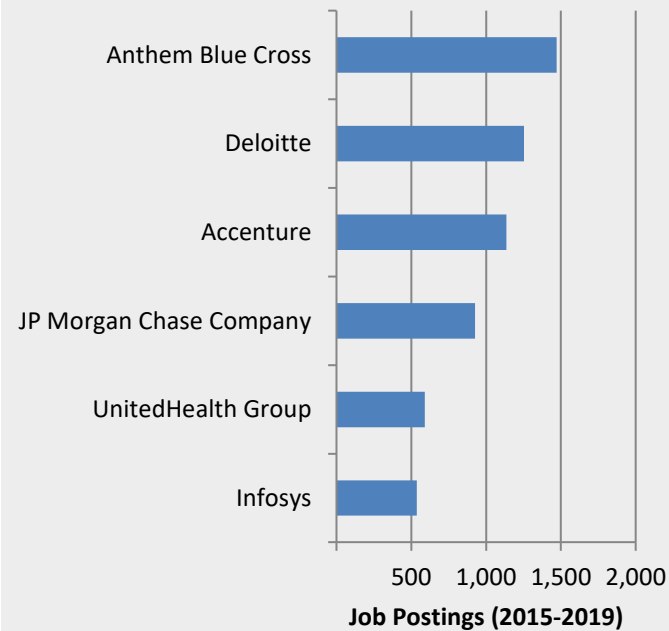
**26%**

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

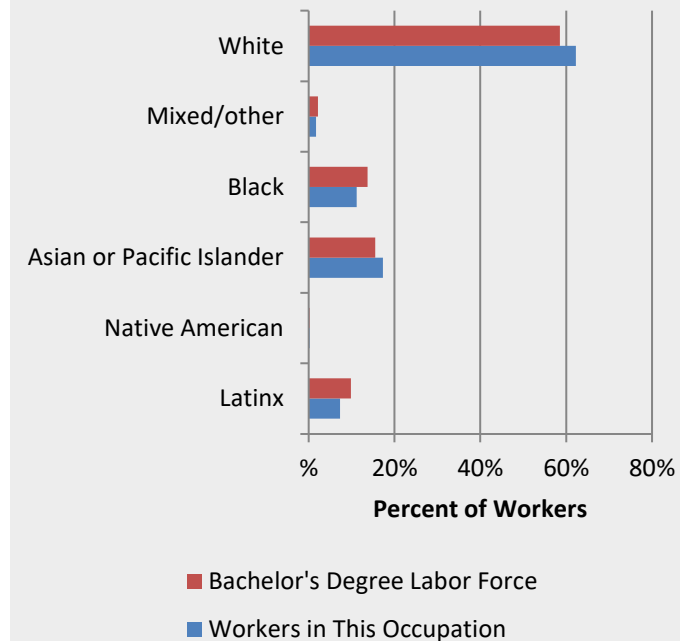
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



**Industries employing this occ:**

- Business Services
- Financial Services
- Insurance Services
- Local Financial Services

# Key Occupations Profile

## Key Occupation: Market Research Analysts and Marketing Specialists

Region: Dallas, TX

**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

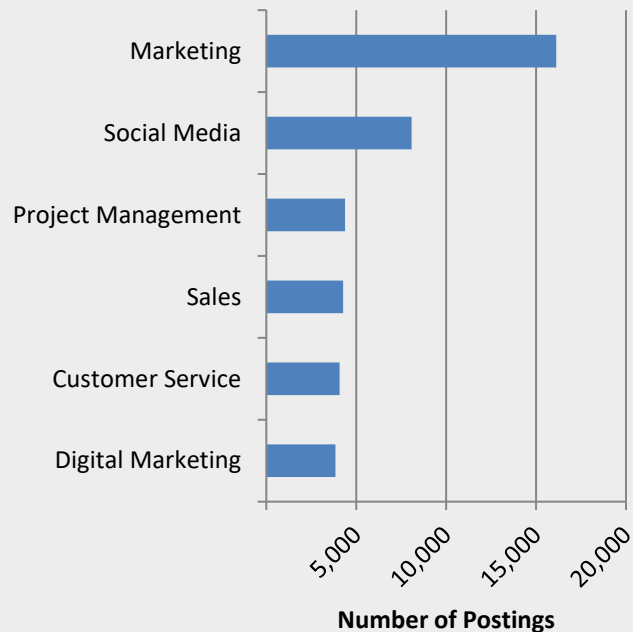
**95%**

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

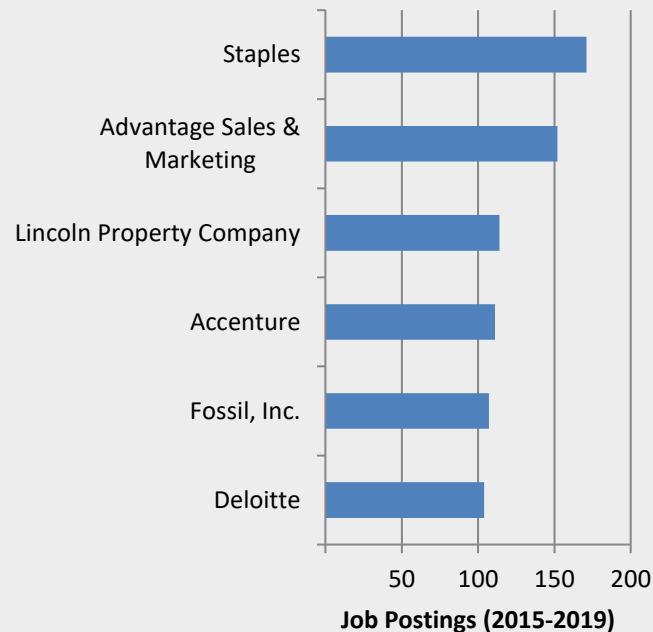
**48%**

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

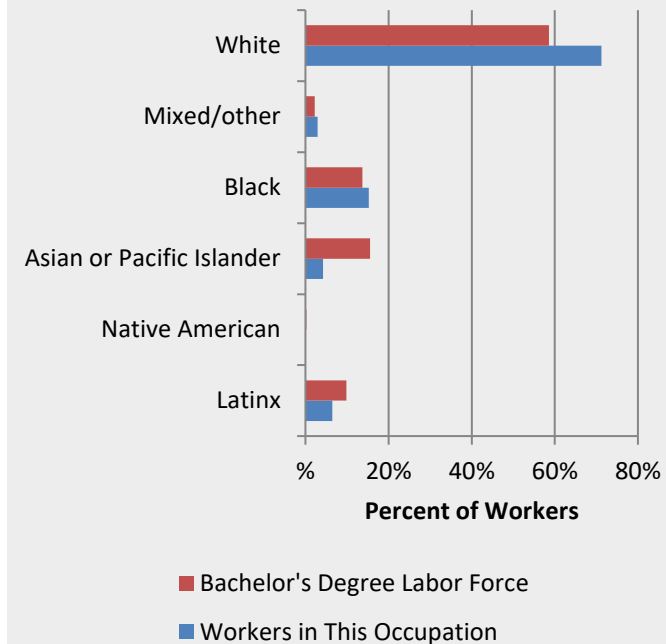
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



**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

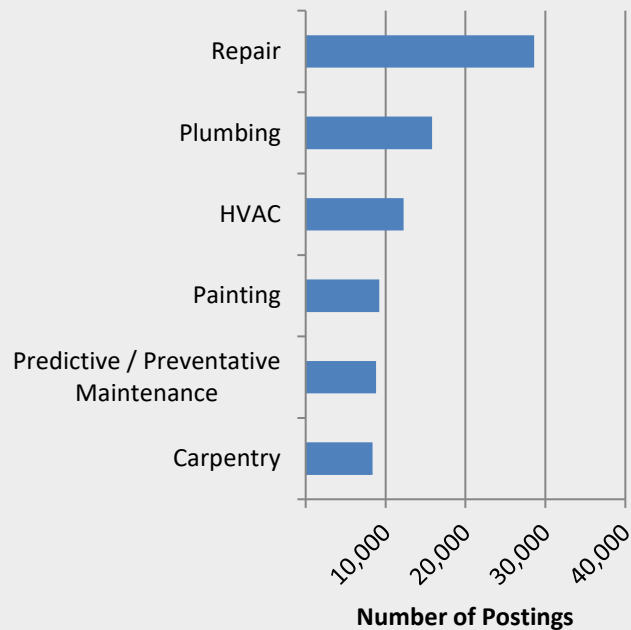
**<1%**

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

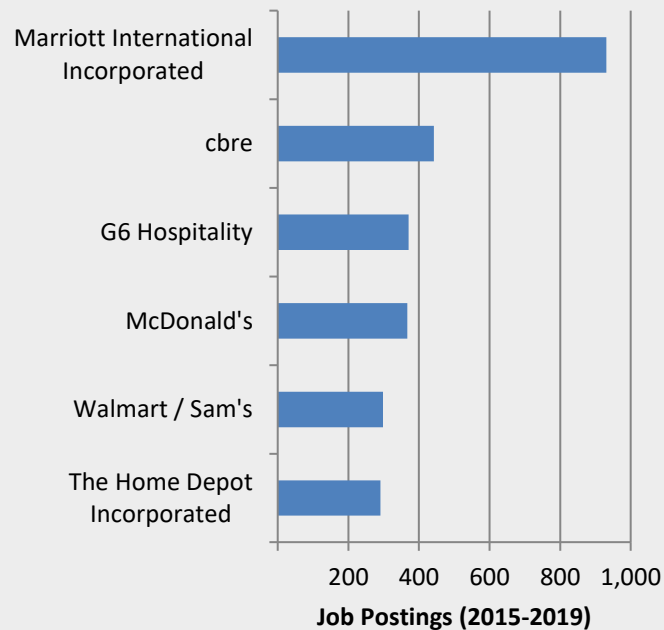
**26%**

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

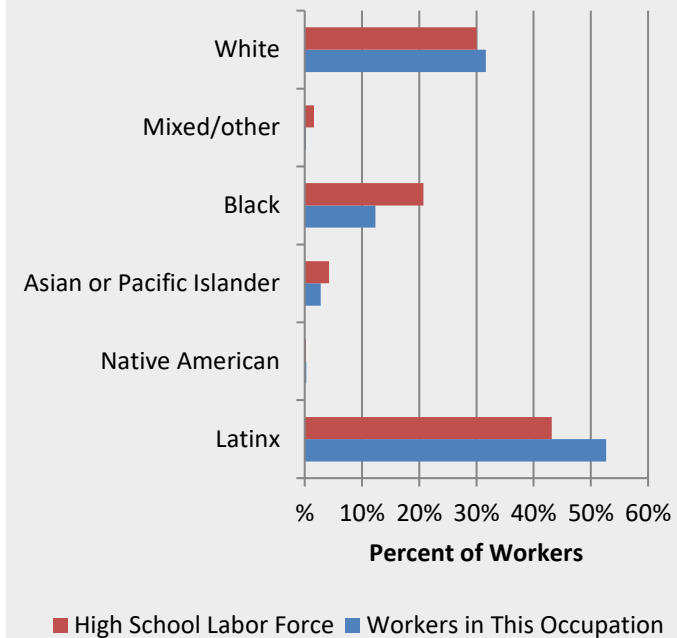
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



### Industries employing this occ:

- Business Services
- Financial Services
- Insurance Services
- Local Financial Services

# Key Occupations Profile

Key Occupation: Insurance Sales Agents

Region: Dallas, TX

**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

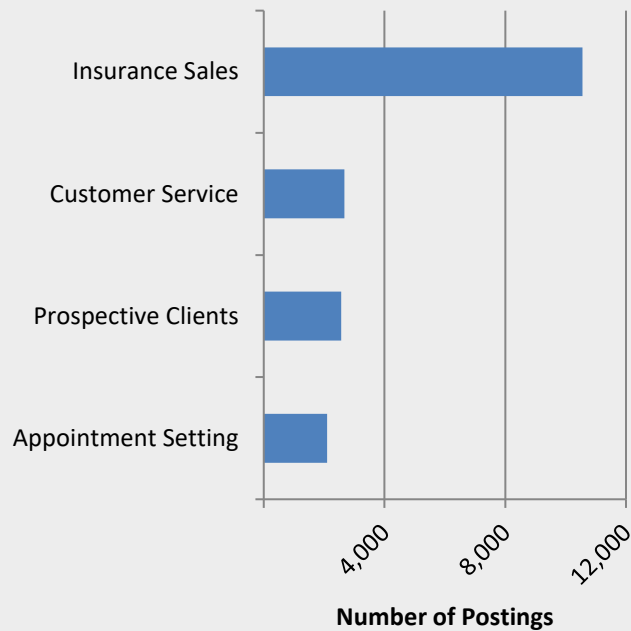
**48%**

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

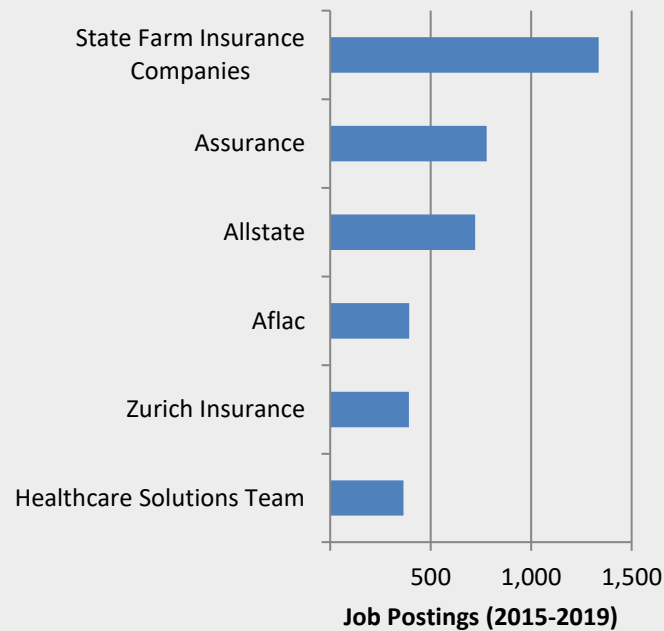
**4%**

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

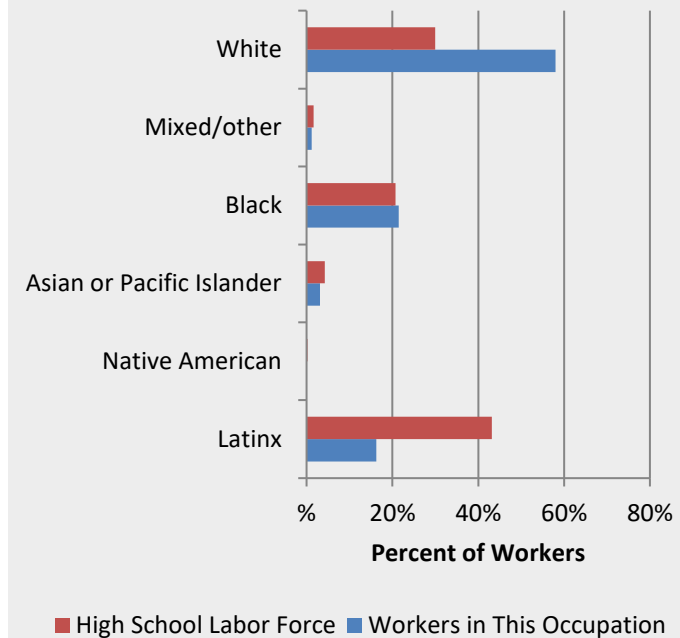
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



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

# Key Occupations Profile

## Key Occupation: Heavy Tractor-Trailer Truck Driver

Region: Dallas, TX

**123,695**

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

**\$74,000**

**Advertised Salary**  
Salary modeled from job postings for this occupation

**+16%**

**Projected Growth**  
Estimated growth in employment, 2020-2030

**85%**

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

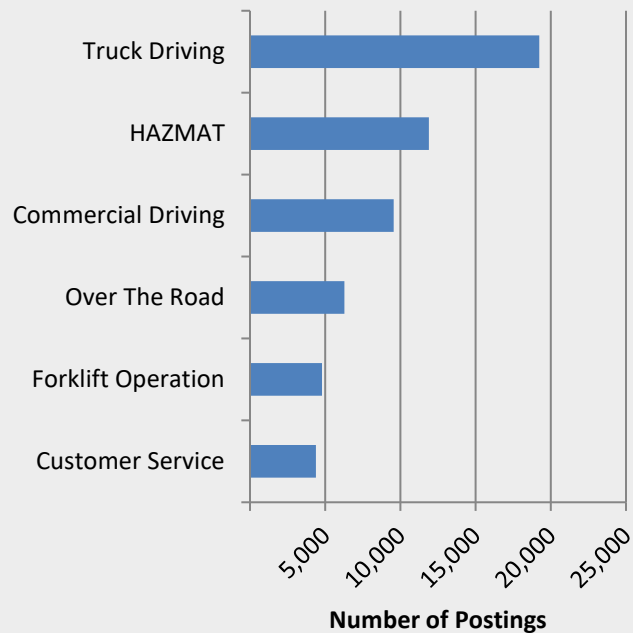
**<1%**

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

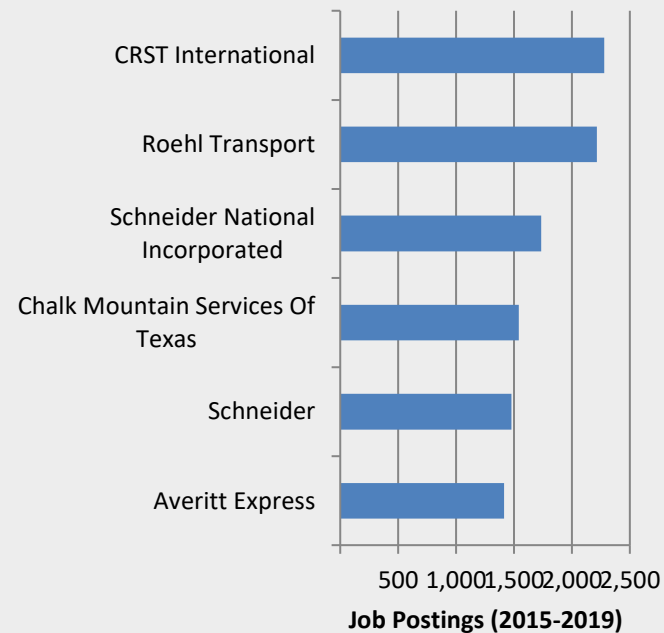
**45%**

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

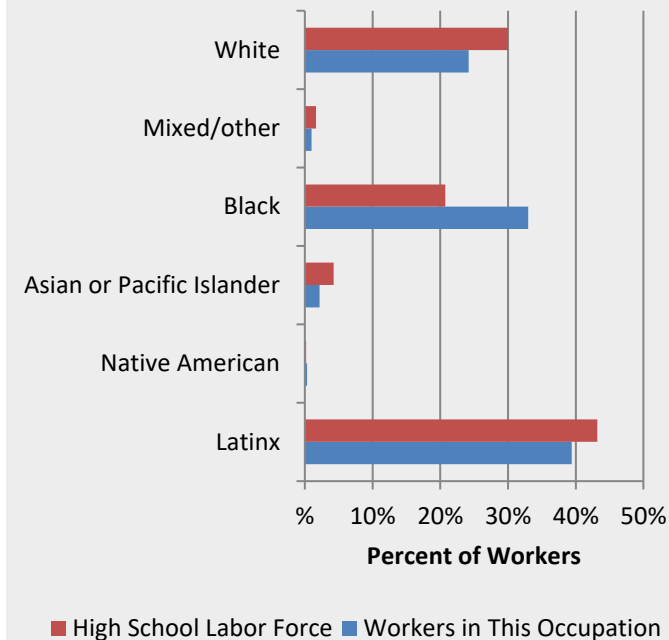
### Top Skills



### Top Regional Employers



### Occupation Demographics



### Industries employing this occ:

Transportation and Logistics  
Distribution and Electronic Commerce  
Local Logistical Services  
Insurance Services