



Position: Director of Business Development

Location: Dallas, Texas

Organization Overview

Pegasus Park, located in Dallas, is a premier center for life sciences innovation, and the Director of Business Development will play a key role in shaping its growth and success. Pegasus Park is a leading real estate development for innovators and entrepreneurs in life sciences fields, fostering a collaborative culture known for driving impactful innovation. Pegasus Park supports entrepreneurs in developing breakthrough solutions that benefit the local community and contribute to the region's thriving, diversified economy.

Position Overview

Pegasus Park in Dallas, Texas is seeking a full-time Director of Business Development.

The following objectives will guide the Director of Business Development's success:

- **Drive Growth:** Lead efforts to attract, retain, and support life sciences companies, research organizations, and strategic partners. Develop innovative business development strategies to increase Pegasus Park occupancy, tenant engagement, and community impact.
- **Build Partnerships:** Establish and nurture relationships with industry stakeholders, including life sciences companies, investors, academic institutions, and government agencies. Facilitate access to capital, mentorship, and technical support that drive growth for tenants and partners.
- **Expand Impact:** Develop and implement initiatives that strengthen Pegasus Park's ecosystem, enhance accessibility, and support a collaborative and inclusive environment for the life sciences sector. Collaborate with community organizations to increase engagement from underrepresented communities in Dallas' innovation landscape.

Reporting to the Executive Director of Pegasus Park, the Director of Business Development will spearhead strategic efforts to grow Pegasus Park, contributing to its brand as a premier life sciences destination. Responsibilities include managing tenant acquisition and retention, identifying and securing partnership and sponsorship opportunities, and coordinating with stakeholders to address the unique needs of life sciences entrepreneurs. The Director will also collaborate with the Pegasus Park Executive Director on initiatives to increase access to capital, educational programming, mentorship, and talent development.

Responsibilities:

Strategic Business Development and Revenue Growth

- With the Executive Director, develop and execute a comprehensive business development strategy to drive tenant acquisition and increase occupancy within Pegasus Park
- Identify and pursue new business opportunities, including tenant leases, partnerships, and sponsorships, to enhance Pegasus Park's offerings and revenue streams



- Conduct market research and competitive analysis to identify emerging trends and position Pegasus Park as a premier hub for life sciences innovation
- Create and manage a robust sales pipeline, from lead generation to deal closure, to meet or exceed annual revenue and growth targets

Partnership Building and Relationship Management

- Collaborate with the Pegasus Park Executive Director to develop initiatives that foster connections between tenants and regional resources, such as access to capital, mentorship, and specialized services
- Establish and maintain strategic partnerships with key stakeholders, including life sciences companies, investors, academic institutions, and government entities
- Facilitate partnerships with investors and funding organizations, including venture capital firms and angel investors, to support startup growth and development
- Represent Pegasus Park at industry events, conferences, and networking forums to build relationships and promote Pegasus Park's offerings

Program Development and Support

- Collaborate with the Pegasus Park Executive Director to design and implement tailored programming that supports tenant needs, including workshops, networking events, and mentorship opportunities
- Develop and refine programming for incubator and accelerator participants, ensuring alignment with the latest industry trends and ecosystem demands
- Lead efforts to expand value-added services, such as educational programs, professional development, and training initiatives that meet the needs of the life sciences community
- Evaluate the effectiveness of programming and initiatives, gathering feedback from tenants and stakeholders to continuously improve offerings

Marketing and Tenant Engagement

- Partner with marketing and communications teams to create targeted outreach campaigns to attract new tenants, partners, and sponsors
- Develop and implement engagement strategies to foster a sense of community among tenants, enhancing retention and satisfaction
- Promote tenant success stories and achievements through various media channels, including social media, newsletters, and press releases, to raise the profile of Pegasus Park as a top destination for life sciences innovation
- Plan and host events that showcase Pegasus Park's capabilities, including open houses, tenant showcases, and networking opportunities for stakeholders

Ecosystem and Community Engagement

- Collaborate with local economic development organizations, nonprofit partners, and community groups to ensure inclusivity and broaden access to Pegasus Park resources
- Participate in regional and national discussions on life sciences innovation to stay abreast of industry trends and bring best practices to Pegasus Park



- Track and report on key performance indicators related to community engagement, tenant satisfaction, and ecosystem growth, providing insights and recommendations to the Pegasus Park leadership team
- Conduct campus tours and other campus engagement initiatives to promote organizational visibility and advance the activities listed herein

Qualifications & Experience Needed:

Minimum / Required Qualifications

- 5-7 years of experience in business development, sales, or strategic partnerships, preferably within life sciences, healthcare, technology, or real estate sectors
- Demonstrated track record in driving strategic revenue growth through tenant acquisition, partnership development, and sponsorships, with a strong understanding of sales pipeline management
- Bachelor's degree in business, life sciences, marketing, or a related field; an advanced degree (e.g., MBA, MS) is preferred
- Proven ability to build and maintain strategic partnerships with a diverse range of stakeholders, including startups, established companies, investors, academic institutions, and community organizations
- Strong communication, negotiation, and interpersonal skills, with experience in client relationship management and stakeholder engagement
- Experience in curating and developing programs or events, with a focus on supporting the needs of early-stage companies, incubators, or accelerators
- Demonstrated leadership skills in managing cross-functional teams, with experience in project management, budget oversight, and resource allocation
- Proficiency in CRM tools, sales management software, and digital marketing platforms to support lead generation and client engagement strategies
- Strong analytical and problem-solving skills, with the ability to interpret market trends and data to inform strategic decision-making

Preferred Qualifications

- Proven success in business development, sales, or fundraising with a strong track record of securing sponsorships, partnerships, and revenue from both private and public sources
- Deep knowledge of the life sciences industry and familiarity with trends in biotech, healthcare, and tech commercialization, including an understanding of the unique needs of startups and early-stage companies
- Established relationships within the Dallas business community and with local organizations that support entrepreneurship, particularly in the life sciences or technology sectors
- Extensive network within the life sciences and entrepreneurial ecosystems, with a strong understanding of the Dallas market and regional innovation landscape
- Demonstrated passion for innovation, entrepreneurship, and economic development, with experience supporting startups through mentoring, advisory roles, or programming
- Experience in managing programs or initiatives at economic development organizations, real estate developments, incubators, accelerators, or similar innovation-focused environments



- Expertise in developing business plans, growth strategies, and commercialization roadmaps for complex projects or new market initiatives
- Experience in executive-level roles involving sales, marketing, or strategic partnerships, with a background in scaling startups or venture capital fundraising
- Familiarity with grant application processes and an understanding of funding mechanisms, including government grants and other non-dilutive funding sources

Working Conditions

Primarily a standard work schedule, with occasional evening and weekend commitments. Some travel may be required.

Decision Making / Guidelines

The Director of Business Development will independently manage the day-to-day business development activities and tenant acquisition efforts for Pegasus Park. The role includes significant authority to identify and pursue strategic partnership opportunities, support the negotiation of tenant leases, and develop initiatives that align with Pegasus Park's growth objectives.

The Director will report to the Executive Director of Pegasus Park and be empowered to:

- Collaborate with internal and external stakeholders, including life sciences companies, investors, and community partners, to establish agreements that enhance Pegasus Park's offerings and value proposition.
- Develop and implement the business development strategy, including identifying target markets, setting revenue goals, and planning tenant engagement activities.
- Support decision-making processes related to tenant selection, lease negotiations, and partnership agreements, ensuring alignment with the overall vision of Pegasus Park.
- Work closely with the Pegasus Park team to establish annual goals, refine strategic initiatives, and adapt plans based on market feedback and evolving industry trends.
- Provide input on marketing strategies, event planning, and program development to support tenant needs and foster a thriving innovation ecosystem.

This role requires a high level of autonomy, strategic thinking, and a proactive approach to identifying growth opportunities and executing initiatives that drive the success of Pegasus Park.

Job Type: Full-time

To Apply: Please do not directly contact the Pegasus Park team, including representatives of J. Small Investments, LH Capital, and Montgomery Street Partners about this position. Interested candidates should submit a resume via email to info@elliskirkgroup.com.

Pegasus Park, LLC is an Equal Opportunity Employer