

Vice President Corporate Development

Reports to: Chief Financial Officer

Location: Dallas, TX (HQ)

Travel: 30-50%

Position Summary

The Freeman Company is the world's leading brand experience and event marketing company, helping organizations design and deliver live experiences that build brands and connect people. As TFC continues to grow and diversify across live events, exhibitions, and experiential marketing services, we are seeking a high-caliber, business-savvy Vice President of Corporate Development to help shape and execute the company's M&A, partnership, and portfolio strategy. This is a highly visible role that partners directly with the CFO and executive leadership team to identify, evaluate, and close transactions that accelerate TFC's growth and strategic positioning across its business units.

Key Responsibilities

- **Strategic Partnership:** Act as a thought partner to the executive leadership team on the company's value creation strategy. Present to the Board of Directors on proposed transactions, portfolio priorities, and execution progress.
- **Pipeline & Prioritization:** Lead recurring strategic opportunity reviews with senior management and business unit leaders, providing a holistic, enterprise-wide view of acquisition, divestiture, and partnership opportunities. Typical activity spans bolt-on acquisitions, capability tuck-ins, minority investments/JVs, and occasional larger platform transactions.
- **Market Intelligence:** Monitor market and competitive developments across live events, exhibitions, and experiential marketing, and translate findings into actionable implications for Freeman's corporate development strategy.
- **Deal Lifecycle Ownership:** Own the end-to-end corporate development process — sourcing, screening, business case development, valuation, negotiation, diligence, and integration handoff. Build and mature a best-in-class corporate development function, including process, tools, and a small supporting team.
- **Relationship Building:** Cultivate relationships with investors, investment bankers, lawyers, accountants, and other market participants to ensure Freeman has early and consistent visibility into relevant deal flow.
- **Financial Rigor:** Build and oversee standardized financial models to evaluate acquisition targets; assess cultural fit and management talent alongside strategic and financial alignment.
- **Diligence & Execution:** Manage the M&A due diligence process, coordinating with target company leadership and external advisors to resolve issues and keep deals on track to close. Lead negotiation strategy through execution.

- **Executive Communication:** Develop and present strategic and financial analyses to senior leadership across business units and corporate functions.

Experience and Qualifications

- 10+ years of experience in corporate development, investment banking, private equity, or strategy function, with hands-on M&A execution, strategy formulation, and organic/inorganic growth planning.
- Demonstrated track record of sourcing, structuring, and closing profitable transactions.
- Experience in live events, exhibitions, experiential marketing, hospitality, or another services-driven, project-based business of comparable scale strongly preferred.
- A proven idea generator with a history of uncovering opportunities to grow a business opportunistically, not just reactively.
- Proven ability to influence and work collaboratively across a broad group of cross-functional stakeholders; skilled at building consensus among diverse executives and navigating ad hoc, CFO-directed analysis.
- Deep experience with financing structures, capital allocation, and balance sheet considerations.
- Bachelor's degree required; MBA or equivalent advanced degree strongly preferred. CFA or CPA a plus.
- Advanced financial modeling proficiency; experience with data room platforms and diligence management tools.

Leadership Capabilities

The Vice President of Corporate Development will bring high intellectual capacity and agility, along with strong business and strategy acumen, and will exhibit the following capabilities:

- **Put Customers First:** Understand the needs and priorities of internal and external customers. Lead with a customer-first mentality which focuses on customer partnership and value creation.
- **Shape Strategy:** Act with agility and thoughtfulness. Can see the long-term future and complex details of the company, and plan accordingly. Can help define, accurately communicate, and execute company strategy.
- **Disrupt and Drive for Results:** Ability to cope with pressure, complexity and ambiguity in order to drive change. A decisive leader who sets high standards with their actions and results. Is not afraid to “roll up their sleeves” to get the job done.
- **Build Talent and Teams:** Act as an influential leader who can gain trust and build out a high-performing finance team. Additionally, act as a strong team player who supports the executive team and fosters future leaders for the organization.

