THE REAL ESTATE COUNCIL

Jonas Woods - Founder, President and Chief Executive Or cer, Woods Capital



Jonas Woods is a leading real estate developer and investor, widely recognized for his transformative work in reshaping the urban landscape of Dallas, Texas. As the Founder and CEO of Woods Capital, he has played a central role in reimagining downtown Dallas through the strategic acquisition, redevelopment, and revitalization of major commercial real estate assets.

Woods was born and raised in Dallas and has deep roots in the cityP civic and business communities. He earned a Bachelor of Business Administration in Finance from Southern Methodist University (SMU) in 1993, where he cultivated an early interest in urban development and capital markets. After graduation, he launched his career in the corporate banking group of what would become Bank of America, gaining valuable experience in Jnance, lending, and risk analysis.

In 1994, Woods joined Hillwood, the real estate development Jrm founded by Ross Perot Jr. It was at Hillwood that Woods began to leave a lasting imprint on the Dallas skyline. He quickly ascended within the company and ultimately became President of Hillwood Capital, a Perot company focused on private equity and real estate investment opportunities. Among his most notable projects during this time was his leadership role in the development of Victory Park, a massive $3 billion mixed-use urban district adjacent to downtown Dallas that includes the American Airlines Center, retail, or ce, hotel, and residential spaces.

In 2007, Woods founded Woods Capital with the vision of building a best-in-class investment and development platform rooted in local knowledge, long-term perspective, and bold thinking. The Jrm specializes in opportunistic real estate investments, with a strong focus on urban inJll properties and high-potential repositioning projects. Under Woods' leadership, the company has acquired and redeveloped several of DallasP most iconic downtown buildings, including:

- The Bryan Tower Ma 40-story or ce building revitalized into a modern, multi-use property.
- The Thanksgiving Tower Ma 50-story skyscraper that underwent extensive renovations to attract creative or ce tenants and street-level retail.
- The Renaissance Tower, which Woods Capital acquired and is planning to reposition with a blend of or ce, residential, and hospitality uses.

Woods has been a driving force behind the ongoing transformation of downtown Dallas from a largely 9-to-5 business district into a vibrant, 24/7 urban core. His vision includes integrating residential units, hotels, restaurants, and cultural amenities into or ce-centric environments to foster community and economic vitality.

In addition to his business ventures, Woods is deeply involved in civic and philanthropic e| orts. He has served on multiple nonproJts and institutional boards, supporting initiatives that align with his passion for education, urban livability, and economic development.