

Mentor Tech Group Job Codes 2016

- The Mentor Tech Group market intelligence database is segmented by useful Job Codes, which define each contact's area of **responsibility** within the organization.
- Rather than using nebulous titles, this Job Code segmentation provides you with more precise information about the decision makers you seek. See MTG's Job Code Segmentation below.

MTG Job Code Segmentation www.MentorTechGroup.com	# Contacts Rev. 1/12/16
TRAINING CONTACTS	22,052
T Training/Leadership/Organizational Development (CLO, VP Training, Director of Training & Development, VP Education, Culture) There are <u>many</u> different titles within this group.	14,822
CC Call Center Training	174
CR Customer Service Training	696
EL E-learning	1,060
EX External Training	1,085
ITT IT/Technical Training	3,011
J Safety/Compliance Training	1,670
ST Sales Training	2,405
U Corporate University	1,627
HR CONTACTS	15,757
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	10,879
B Benefits/Total Rewards	1,648
R Recruiting/Talent Acquisition	5,575
TM VP/Dir Talent Management	8,108
OTHER	12,514
C Communications (VP, Director, etc.)	2,597
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,748
M Marketing (VP, Director, etc.)	4,153
S Sales (VP, Director, etc.)	2,715
MEETING & EVENT PLANNING	3,065
MP Meeting/Event Planner	3,065
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,267
SR Corporate Sustainability/Social Responsibility	1,267
"FULL ACCESS" TOTAL: US & Canada*	38,661

* MTG's "Full Access" database contains ALL job codes; Canadian contacts do not include an email address.

Note: Some contacts have multiple decision making roles (i.e. Job Codes) and thus, are counted in more than one job code above.