

Mentor Tech Group
2015 Data Card

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

MTG Job Code Segmentation www.MentorTechGroup.com	# Contacts Rev. 10/15
TRAINING CONTACTS	24,949
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.	14,349
CC Call Center Training	129
CR Customer Service Training	519
EL E-learning	828
EX External Training	1,035
ITT IT/Technical Training	2,822
J Safety/Compliance Training	1,530
ST Sales Training	2,153
U Corporate University	1,584
HR CONTACTS	23,224
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	10,611
B Benefits/Total Rewards	1,237
R Recruiting/Talent Acquisition	4,573
TM VP/Dir Talent Management	6,803
OTHER	12,879
C Communications (VP, Director, etc.)	2,266
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,468
M Marketing (VP, Director, etc.)	3,711
S Sales (VP, Director, etc.)	2,434
MEETING & EVENT PLANNING	2,904
MP* Meeting/Event Planner	2,904
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,224
SR* Corporate Sustainability/Social Responsibility	1,224
TOTAL: US & Canada**	34,594

* MTG's "Total Solution" database includes all job codes except MP and SR.

* MTG's "Full Access" database contains ALL job codes.

** Canadian contacts do not include an email address.

MTG Revenue Ranges www.MentorTechGroup.com	# Contacts
\$1B+	19,965
\$500MM - \$999.9MM	4,857
\$50MM - \$499.9MM	8,746
\$0 - \$49.9MM	979
N/A	47

MTG Employee Size Ranges www.MentorTechGroup.com	# Contacts
10,000+	12,002
1000 - 9999	16,874
500 - 999	2,927
1 - 499	2,647
N/A	144

MTG Vertical Market Segmentation www.MentorTechGroup.com	# Contacts
Aerospace/Defense	415
Automotive & Transport	688
Banking	977
Beverages	349
Biotechnology	104
Chemicals	838
Computer Hardware	642
Computer Software & Services	1,600
Conglomerates	101
Consumer Products	1,551
Diversified Services	2,870
Drugs	883
Electronics	1,323
Energy	758
Financial Services	1,365
Food	1,368
Health Products & Services	3,205
Insurance	1,521
Leisure	1,606
Manufacturing	2,405
Materials & Construction	1,347
Media	1,018
Metals & Mining	503

Real Estate	675
Retail	2,071
Schools & Educational Services	523
Specialty Retail	807
Telecommunications	891
Tobacco Products	74
Transportation	996
Utilities	1,107
N/A	13
Total Contacts	34,594

MTG State Segmentation www.MentorTechGroup.com	# Contacts
AK	55
AL	309
AR	190
AZ	477
CA	3,713
CO	715
CT	609
DC	278
DE	61
FL	1,268
GA	1,291
HI	39
IA	247
ID	72
IL	2,078
IN	590
KS	254
KY	265
LA	188
MA	1,520
MD	489
ME	104
MI	784
MN	987
MO	790
MS	89
MT	22
NC	862
ND	36

NE	236
NH	99
NJ	1,465
NM	36
NV	139
NY	2,620
OH	1,473
OK	218
OR	300
PA	1,597
RI	166
SC	271
SD	47
TN	701
TX	2,859
UT	262
VA	941
VT	54
WA	556
WI	711
WV	40
WY	4
PR	5
Canada	1,208
N/A	4
TOTAL U.S. & CANADA**	34,594

* MTG's Total Solution database includes all job codes except MP and SR.

* MTG's Full Access database includes all job codes.

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

** Canadian contacts do not contain an email address.