

## Mentor Tech Group Job Codes

Since we are engaging in personal conversations with each contact on our database, we have the **luxury** of being able to focus on a person's *responsibility* rather than having to rely strictly on their *job title*, which does not always tell the whole story. Consequently, we do not segment by job title.

Instead, we can offer a more effective way to segment: By *job code*. This helps us give you exactly what you are looking for.

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

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

\* MTG Full Access database includes all job codes.

\*\* Canadian contacts do not include an email address.

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