

**Mentor Tech Group**  
2016 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.

<b>MTG Job Code Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b> Rev. 01/01/17
<b>TRAINING CONTACTS</b>	<b>22,120</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.	14,822
<b>CC</b> Call Center Training	217
<b>CR</b> Customer Service Training	749
<b>EL</b> E-learning	1,139
<b>EX</b> External Training	1,088
<b>ITT</b> IT/Technical Training	2,951
<b>J</b> Safety/Compliance Training	1,774
<b>ST</b> Sales Training	2,408
<b>U</b> Corporate University	1,603
<b>HR CONTACTS</b>	<b>17,279</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,004
<b>B</b> Benefits/Total Rewards	3,460
<b>R</b> Recruiting/Talent Acquisition	6,350
<b>TM</b> VP/Dir Talent Management	8,949
<b>OTHER</b>	<b>12,725</b>
<b>C</b> Communications (VP, Director, etc.)	2,730
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	4,779
<b>M</b> Marketing (VP, Director, etc.)	4,260
<b>S</b> Sales (VP, Director, etc.)	2,694
<b>MEETING &amp; EVENT PLANNING</b>	<b>3,016</b>
<b>MP</b> Meeting/Event Planner	3,016
<b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>	<b>1,177</b>
<b>SR</b> Corporate Sustainability/Social Responsibility	1,177
<b>"FULL ACCESS" TOTAL: US &amp; Canada*</b>	<b>40,151</b>

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

<b>MTG Revenue Ranges</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
\$1B+	25,892
\$500MM - \$999.9MM	5,920
\$50MM - \$499.9MM	7,910
\$0 - \$49.9MM	359
N/A	70

<b>MTG Employee Size Ranges</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
10,000+	14,877
1000 - 9999	19,697
500 - 999	3,036
1 - 499	2,386
N/A	155

<b>MTG Vertical Market Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
Aerospace/Defense	486
Automotive & Transport	773
Banking	1,033
Beverages	448
Biotechnology	116
Chemicals	936
Computer Hardware	764
Computer Software & Services	1,706
Conglomerates	126
Consumer Products	1,799
Diversified Services	3,473
Drugs	965
Electronics	1,221
Energy	1,135
Financial Services	1,675
Food	1,588
Health Products & Services	3,676
Insurance	1,872
Leisure	1,918
Manufacturing	2,901
Materials & Construction	1,661
Media	1,204

Metals & Mining	596
Real Estate	661
Retail	2,400
Schools & Educational Services	688
Specialty Retail	881
Telecommunications	938
Tobacco Products	75
Transportation	1,140
Utilities	1,279
N/A	17
<b>TOTAL CONTACTS</b>	<b>40,151</b>

<b>MTG State Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
AK	53
AL	355
AR	242
AZ	549
CA	4,138
CO	810
CT	739
DC	341
DE	87
FL	1,401
GA	1,506
HI	45
IA	272
ID	93
IL	2,505
IN	675
KS	272
KY	313
LA	198
MA	1,803
MD	519
ME	123
MI	1,146
MN	1,267
MO	914
MS	92
MT	22
NC	1,027

ND	37
NE	278
NH	142
NJ	1,595
NM	31
NV	163
NY	3,121
OH	1,684
OK	274
OR	373
PA	1,806
RI	202
SC	319
SD	68
TN	813
TX	3,456
UT	266
VA	1,082
VT	66
WA	636
WI	852
WV	35
WY	6
PR	3
Canada	1,323
N/A	10
<b>TOTAL U.S. &amp; CANADA*</b>	<b>40,151</b>

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