

Mentor Tech Group Job Codes 2017

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

* 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.