

Mentor Tech Group Job Codes

- The MTG 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. 01/15
TRAINING CONTACTS	23,365
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 Training	2,822
J Safety/Compliance Training	1,530
ST Sales Training	2,153
HR CONTACTS	23,224
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are <u>many</u> different titles within this group.	10,611
B Benefits/Total Rewards	1,237
R Recruiting/Talent Acquisition	4,573
TM Talent Manager	6,803
MEETING & EVENT PLANNING	2,904
MP Meeting Planner	2,904
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,224
SR Corporate Sustainability/ Social Responsibility	1,224
OTHER	14,463
C Communications (VP, Dir, 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
U University	1,584
TOTAL: US & Canada*	34,594

*NOTE: Canadian contacts do not include an email address.

MTG Total Solution database includes all job codes except MP and SR. Some contacts have multiple decision making roles (i.e. Job Codes) and thus, are counted in more than one job code above.