

**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. 1/12/16
<b>TRAINING CONTACTS</b>	<b>22,052</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	174
<b>CR</b> Customer Service Training	696
<b>EL</b> E-learning	1,060
<b>EX</b> External Training	1,085
<b>ITT</b> IT/Technical Training	3,011
<b>J</b> Safety/Compliance Training	1,670
<b>ST</b> Sales Training	2,405
<b>U</b> Corporate University	1,627
<b>HR CONTACTS</b>	<b>15,757</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	10,879
<b>B</b> Benefits/Total Rewards	1,648
<b>R</b> Recruiting/Talent Acquisition	5,575
<b>TM</b> VP/Dir Talent Management	8,108
<b>OTHER</b>	<b>12,514</b>
<b>C</b> Communications (VP, Director, etc.)	2,597
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	4,748
<b>M</b> Marketing (VP, Director, etc.)	4,153
<b>S</b> Sales (VP, Director, etc.)	2,715
<b>MEETING &amp; EVENT PLANNING</b>	<b>3,065</b>
<b>MP</b> Meeting/Event Planner	3,065
<b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>	<b>1,267</b>
<b>SR</b> Corporate Sustainability/Social Responsibility	1,267
<b>“FULL ACCESS” TOTAL: US &amp; Canada*</b>	<b>38,661</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+	22,828
\$500MM - \$999.9MM	5,353
\$50MM - \$499.9MM	9,430
\$0 - \$49.9MM	966
N/A	84

<b>MTG Employee Size Ranges</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
10,000+	13,631
1000 - 9999	18,921
500 - 999	3,133
1 - 499	2,826
N/A	150

<b>MTG Vertical Market Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
Aerospace/Defense	446
Automotive & Transport	754
Banking	1,060
Beverages	409
Biotechnology	111
Chemicals	922
Computer Hardware	732
Computer Software & Services	1,766
Conglomerates	113
Consumer Products	1,752
Diversified Services	3,290
Drugs	968
Electronics	1,206
Energy	1,042
Financial Services	1,546
Food	1,552
Health Products & Services	3,546
Insurance	1,743
Leisure	1,865
Manufacturing	2,651
Materials & Construction	1,581
Media	1,184

Metals & Mining	539
Real Estate	646
Retail	2,253
Schools & Educational Services	654
Specialty Retail	903
Telecommunications	967
Tobacco Products	76
Transportation	1,087
Utilities	1,277
N/A	20
<b>TOTAL CONTACTS</b>	<b>38,661</b>

<b>MTG State Segmentation</b>		<b># Contacts</b>
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>		
AK		56
AL		324
AR		209
AZ		513
CA		4,072
CO		799
CT		703
DC		332
DE		85
FL		1,385
GA		1,437
HI		45
IA		269
ID		83
IL		2,365
IN		661
KS		270
KY		297
LA		201
MA		1,720
MD		529
ME		117
MI		1,128
MN		1,146
MO		894
MS		91
MT		20
NC		946

ND	36
NE	261
NH	139
NJ	1,564
NM	37
NV	152
NY	2,959
OH	1,637
OK	257
OR	347
PA	1,753
RI	187
SC	312
SD	53
TN	766
TX	3,257
UT	285
VA	1,059
VT	68
WA	635
WI	794
WV	42
WY	3
PR	3
Canada	1,348
N/A	10
<b>TOTAL U.S. &amp; CANADA*</b>	<b>38,661</b>

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

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