

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.

MTG Job Code Segmentation www.MentorTechGroup.com	# Contacts Rev. 3/4/16
TRAINING CONTACTS	22,588
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.	15,193
CC Call Center Training	186
CR Customer Service Training	729
EL E-learning	1,108
EX External Training	1,114
ITT IT/Technical Training	3,064
J Safety/Compliance Training	1,698
ST Sales Training	2,471
U Corporate University	1,651
HR CONTACTS	16,342
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,130
B Benefits/Total Rewards	1,878
R Recruiting/Talent Acquisition	5,854
TM VP/Dir Talent Management	8,467
OTHER	12,854
C Communications (VP, Director, etc.)	2,693
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,844
M Marketing (VP, Director, etc.)	4,247
S Sales (VP, Director, etc.)	2,752
MEETING & EVENT PLANNING	3,096
MP Meeting/Event Planner	3,096
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,219
SR Corporate Sustainability/Social Responsibility	1,219
“FULL ACCESS” TOTAL: US & Canada*	39,788

* MTG’s “Full Access” database contains ALL job codes; Canadian contacts do not include an email address.

MTG Revenue Ranges www.MentorTechGroup.com	# Contacts
\$1B+	23,903
\$500MM - \$999.9MM	5,335
\$50MM - \$499.9MM	9,454
\$0 - \$49.9MM	997
N/A	99

MTG Employee Size Ranges www.MentorTechGroup.com	# Contacts
10,000+	14,226
1000 - 9999	19,379
500 - 999	3,162
1 - 499	2,854
N/A	167

MTG Vertical Market Segmentation www.MentorTechGroup.com	# Contacts
Aerospace/Defense	471
Automotive & Transport	795
Banking	1,073
Beverages	425
Biotechnology	118
Chemicals	940
Computer Hardware	750
Computer Software & Services	1,820
Conglomerates	117
Consumer Products	1,815
Diversified Services	3,300
Drugs	987
Electronics	1,256
Energy	1,096
Financial Services	1,624
Food	1,620
Health Products & Services	3,626
Insurance	1,847
Leisure	1,898
Manufacturing	2,711
Materials & Construction	1,615
Media	1,212

Metals & Mining	556
Real Estate	655
Retail	2,323
Schools & Educational Services	650
Specialty Retail	932
Telecommunications	1,001
Tobacco Products	79
Transportation	1,133
Utilities	1,327
N/A	16
TOTAL CONTACTS	39,788

MTG State Segmentation		# Contacts
www.MentorTechGroup.com		
AK		55
AL		329
AR		216
AZ		541
CA		4,182
CO		830
CT		725
DC		341
DE		83
FL		1,415
GA		1,474
HI		46
IA		279
ID		88
IL		2,449
IN		661
KS		279
KY		310
LA		202
MA		1,750
MD		530
ME		126
MI		1,144
MN		1,204
MO		918
MS		93
MT		21
NC		1,022

ND	36
NE	267
NH	141
NJ	1,602
NM	37
NV	159
NY	3,071
OH	1,675
OK	265
OR	353
PA	1,800
RI	193
SC	321
SD	52
TN	794
TX	3,379
UT	281
VA	1,105
VT	72
WA	654
WI	819
WV	42
WY	5
PR	3
Canada	1,348
N/A	1
TOTAL U.S. & CANADA*	39,788

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