Mentor Tech Group Job Codes 2016

➢ 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. 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.

Note: Some contacts have multiple decision making roles (i.e. Job Codes) and thus, are counted in more than one job code above.