

**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. 6/29/16
<b>TRAINING CONTACTS</b>	<b>22,103</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.	14,855
<b>CC</b> Call Center Training	201
<b>CR</b> Customer Service Training	728
<b>EL</b> E-learning	1,115
<b>EX</b> External Training	1,084
<b>ITT</b> IT/Technical Training	2,954
<b>J</b> Safety/Compliance Training	1,667
<b>ST</b> Sales Training	2,400
<b>U</b> Corporate University	1,618
<b>HR CONTACTS</b>	<b>16,685</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	10,926
<b>B</b> Benefits/Total Rewards	2,616
<b>R</b> Recruiting/Talent Acquisition	5,871
<b>TM</b> VP/Dir Talent Management	8,515
<b>OTHER</b>	<b>12,533</b>
<b>C</b> Communications (VP, Director, etc.)	2,769
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	4,701
<b>M</b> Marketing (VP, Director, etc.)	4,128
<b>S</b> Sales (VP, Director, etc.)	2,682
<b>MEETING &amp; EVENT PLANNING</b>	<b>3,023</b>
<b>MP</b> Meeting/Event Planner	3,023
<b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>	<b>1,185</b>
<b>SR</b> Corporate Sustainability/Social Responsibility	1,185
<b>“FULL ACCESS” TOTAL: US &amp; Canada*</b>	<b>39,551</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+	25,708
\$500MM - \$999.9MM	5,578
\$50MM - \$499.9MM	7,779
\$0 - \$49.9MM	419
N/A	67

<b>MTG Employee Size Ranges</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
10,000+	14,722
1000 - 9999	19,255
500 - 999	3,006
1 - 499	2,446
N/A	122

<b>MTG Vertical Market Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
Aerospace/Defense	479
Automotive & Transport	789
Banking	1,057
Beverages	419
Biotechnology	115
Chemicals	930
Computer Hardware	740
Computer Software & Services	1,755
Conglomerates	132
Consumer Products	1,808
Diversified Services	3,345
Drugs	975
Electronics	1,258
Energy	1,079
Financial Services	1,616
Food	1,610
Health Products & Services	3,588
Insurance	1,838
Leisure	1,872
Manufacturing	2,710
Materials & Construction	1,647
Media	1,193

Metals & Mining	545
Real Estate	656
Retail	2,331
Schools & Educational Services	658
Specialty Retail	900
Telecommunications	965
Tobacco Products	76
Transportation	1,129
Utilities	1,321
N/A	16
<b>TOTAL CONTACTS</b>	<b>39,551</b>

<b>MTG State Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
AK	54
AL	331
AR	212
AZ	537
CA	4,090
CO	807
CT	723
DC	339
DE	71
FL	1,380
GA	1,480
HI	47
IA	276
ID	91
IL	2,439
IN	658
KS	284
KY	309
LA	195
MA	1,760
MD	532
ME	125
MI	1,141
MN	1,214
MO	923
MS	91
MT	21
NC	1,027

ND	40
NE	268
NH	139
NJ	1,569
NM	34
NV	154
NY	3,075
OH	1,690
OK	270
OR	370
PA	1,780
RI	195
SC	316
SD	49
TN	800
TX	3,374
UT	268
VA	1,081
VT	72
WA	652
WI	845
WV	36
WY	5
PR	3
Canada	1,304
N/A	4
<b>TOTAL U.S. &amp; CANADA*</b>	<b>39,551</b>

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