

**Mentor Tech Group**  
2018 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. 01/04/18
<b>TRAINING CONTACTS</b>	<b>21,900</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.	14,760
<b>CC</b> Call Center Training	246
<b>CR</b> Customer Service Training	777
<b>EL</b> E-learning	1,160
<b>EX</b> External Training	1,066
<b>ITT</b> Information Technology Training	2,794
<b>J</b> Safety/Compliance Training	1,826
<b>ST</b> Sales Training	2,325
<b>U</b> Corporate University	1,542
<b>HR CONTACTS</b>	<b>18,082</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,215
<b>B</b> Benefits/Total Rewards	4,195
<b>R</b> Recruiting/Talent Acquisition	6,902
<b>TM</b> VP/Dir Talent Management	9,551
<b>OTHER</b>	<b>12,502</b>
<b>C</b> Communications (VP, Director, etc.)	2,727
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	4,750
<b>M</b> Marketing (VP, Director, etc.)	4,214
<b>S</b> Sales (VP, Director, etc.)	2,577
<b>MEETING &amp; EVENT PLANNING</b>	<b>3,011</b>
<b>MP</b> Meeting/Event Planner	3,011
<b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>	<b>1,100</b>
<b>SR</b> Corporate Sustainability/Social Responsibility	1,100
<b>“FULL ACCESS” TOTAL: US &amp; Canada*</b>	<b>40,544</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+	27,827
\$500MM - \$999.9MM	5,640
\$50MM - \$499.9MM	6,708
\$0 - \$49.9MM	332
N/A	38

<b>MTG Employee Size Ranges</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
10,000+	15,946
1000 - 9999	19,464
500 - 999	2,779
1 - 499	2,238
N/A	117

<b>MTG Vertical Market Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b>
Aerospace/Defense	467
Automotive & Transport	776
Banking	998
Beverages	455
Biotechnology	103
Chemicals	921
Computer Hardware	662
Computer Software & Services	1,798
Conglomerates	248
Consumer Products	1,758
Diversified Services	3,669
Drugs	955
Electronics	1,197
Energy	1,119
Financial Services	1,702
Food	1,612
Health Products & Services	3,876
Insurance	1,873
Leisure	1,947
Manufacturing	2,916
Materials & Construction	1,671
Media	1,200
Metals & Mining	592

Real Estate	642
Retail	2,357
Schools & Educational Services	731
Specialty Retail	925
Telecommunications	873
Tobacco Products	73
Transportation	1,115
Utilities	1,294
N/A	19
<b>TOTAL CONTACTS</b>	<b>40,544</b>

<b>MTG State Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
AK	58
AL	349
AR	229
AZ	554
CA	4,136
CO	821
CT	757
DC	351
DE	84
FL	1,458
GA	1,507
HI	51
IA	282
ID	101
IL	2,546
IN	650
KS	268
KY	310
LA	188
MA	1,837
MD	523
ME	116
MI	1,188
MN	1,276
MO	913
MS	93
MT	21
NC	1,087
ND	39
NE	289

NH	152
NJ	1,585
NM	30
NV	186
NY	3,198
OH	1,655
OK	272
OR	386
PA	1,802
RI	194
SC	321
SD	67
TN	833
TX	3,477
UT	293
VA	1,056
VT	70
WA	633
WI	870
WV	29
WY	5
PR	5
Canada	1,325
N/A	7
<b>TOTAL U.S. &amp; CANADA *</b>	<b>40,544</b>

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