

## Mentor Tech Group Job Codes 2018

- 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.

<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.

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