

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.

MTG Job Code Segmentation www.MentorTechGroup.com	# Contacts Rev. 06/04/18
TRAINING CONTACTS	22,060
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.	17,519
CC Call Center Training	249
CR Customer Service Training	804
EL E-learning	1,182
EX External Training	1,080
ITT Information Technology Training	2,753
J Safety/Compliance Training	1,848
ST Sales Training	2,355
U Corporate University	1,542
HR CONTACTS	18,406
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,365
B Benefits/Total Rewards	4,427
R Recruiting/Talent Acquisition	7,202
TM VP/Dir Talent Management	9,854
OTHER	12,287
C Communications (VP, Director, etc.)	2,608
IT Information Technology (CIO/VP IT, Dir IT, etc.)	7,409
M Marketing (VP, Director, etc.)	4,171
S Sales (VP, Director, etc.)	891
MEETING & EVENT PLANNING	2,980
MP Meeting/Event Planner	2,980
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,038
SR Corporate Sustainability/Social Responsibility	1,038
“FULL ACCESS” TOTAL: US & Canada*	40,740

* 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+	28,051
\$500MM - \$999.9MM	5,739
\$50MM - \$499.9MM	6,613
\$0 - \$49.9MM	297
N/A	40

MTG Employee Size Ranges www.MentorTechGroup.com	# Contacts
10,000+	16,045
1000 - 9999	19,643
500 - 999	2,744
1 - 499	2,186
N/A	122

MTG Vertical Market Segmentation www.MentorTechGroup.com	# Contacts
Aerospace/Defense	465
Automotive & Transport	778
Banking	980
Beverages	468
Biotechnology	109
Chemicals	940
Computer Hardware	636
Computer Software & Services	1,812
Conglomerates	239
Consumer Products	1,790
Diversified Services	3,677
Drugs	962
Electronics	1,192
Energy	1,109
Financial Services	1,674
Food	1,613
Health Products & Services	3,918
Insurance	1,889
Leisure	1,961
Manufacturing	2,923
Materials & Construction	1,693
Media	1,208
Metals & Mining	593

Real Estate	654
Retail	2,392
Schools & Educational Services	788
Specialty Retail	914
Telecommunications	833
Tobacco Products	76
Transportation	1,142
Utilities	1,294
N/A	18
TOTAL CONTACTS	40,740

MTG State Segmentation	
www.MentorTechGroup.com	
AK	56
AL	355
AR	227
AZ	560
CA	4,081
CO	794
CT	758
DC	364
DE	86
FL	1,497
GA	1,492
HI	51
IA	299
ID	99
IL	2,592
IN	655
KS	267
KY	309
LA	194
MA	1,841
MD	528
ME	114
MI	1,191
MN	1,284
MO	913
MS	91
MT	20
NC	1,093
ND	41
NE	288

NH	157
NJ	1,601
NM	30
NV	184
NY	3,227
OH	1,671
OK	275
OR	383
PA	1,821
RI	195
SC	335
SD	71
TN	840
TX	3,449
UT	287
VA	1,055
VT	71
WA	649
WI	833
WV	32
WY	5
PR	5
Canada	1,305
N/A	36
TOTAL U.S. & CANADA*	40,740

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