

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.

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.

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