

Mentor Tech Group

2020 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 <small>Rev. 08/01/20</small>
TRAINING CONTACTS	24,208
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.	16,668
CC Call Center Training	266
CR Customer Service Training	810
EL E-Learning	1,171
EX External Training	1,179
ITT Information Technology Training	2,883
J Safety/Compliance Training	1,915
ST Sales Training	2,675
U Corporate University	1,329
HR CONTACTS	18,951
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,746
B Benefits/Total Rewards	5,070
R Recruiting/Talent Acquisition	9,221
TM VP/Dir Talent Management	12,064
OTHER	11,651
C Communications (VP, Director, etc.)	2,348
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,397
M Marketing (VP, Director, etc.)	3,999
S Sales (VP, Director, etc.)	2,505
MEETING & EVENT PLANNING	2,810
MP Meeting/Event Planner	2,810
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,080
SR Corporate Sustainability/Social Responsibility	1,080
“FULL ACCESS” TOTAL: US & Canada*	40,517

* MTG's "Full Access" database contains ALL job codes; Canadian contacts do not include an email address.

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Mentor Tech Group - 2020 Data Card (Cont'd)

MTG Revenue Ranges www.MentorTechGroup.com	
\$1B+	29,090
\$500MM - \$999.9MM	6,531
\$50MM - \$499.9MM	4,654
\$0 - \$49.9MM	205
N/A	22

MTG Employee Size Ranges www.MentorTechGroup.com	
10,000+	17,424
1000 - 9999	18,835
500 - 999	2,454
1 - 499	1,712
N/A	86

MTG Vertical Market Segmentation www.MentorTechGroup.com	
Aerospace/Defense	473
Automotive & Transport	787
Banking	986
Beverages	457
Biotechnology	102
Chemicals	916
Computer Hardware	643
Computer Software & Services	1,717
Conglomerates	223
Consumer Products	1,761
Diversified Services	3,756
Drugs	961
Electronics	1,143
Energy	1,171
Financial Services	1,734
Food	1,615
Health Products & Services	3,890

Insurance	1,989
Leisure	1,944
Manufacturing	2,916
Materials & Construction	1747
Media	1,162
Metals & Mining	565
Real Estate	675
Retail	2,244
Schools & Educational Services	861
Specialty Retail	866
Telecommunications	733
Tobacco Products	70
Transportation	1,154
Utilities	1,233
N/A	17
TOTAL CONTACTS	40,510

MTG State Segmentation	
www.MentorTechGroup.com	
AK	70
AL	338
AR	237
AZ	566
CA	3,906
CO	770
CT	717
DC	368
DE	90
FL	1,552
GA	1,513
HI	54
IA	286
ID	118
IL	2,543
IN	675
KS	254
KY	305
LA	209
MA	1,882
MD	537

ME	111
MI	1,191
MN	1,271
MO	892
MS	95
MT	15
NC	1,093
ND	38
NE	291
NH	157
NJ	1,538
NM	27
NV	182
NY	3,192
OH	1,735
OK	261
OR	368
PA	1,798
RI	204
SC	339
SD	74
TN	832
TX	3,591
UT	292
VA	1,075
VT	60
WA	625
WI	884
WV	34
WY	5
PR	6
Canada	1,279
N/A	3
TOTAL U.S. & CANADA*	40,510

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