

Mentor Tech Group Job Codes 2020

- 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. 08/01/20
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.

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

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