

Mentor Tech Group
2019 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. 06/20/19
TRAINING CONTACTS	22,338
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.	15,199
CC Call Center Training	256
CR Customer Service Training	807
EL E-learning	1,211
EX External Training	1,129
ITT Information Technology Training	2,658
J Safety/Compliance Training	1,887
ST Sales Training	2,441
U Corporate University	1,461
HR CONTACTS	18,761
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,602
B Benefits/Total Rewards	4,619
R Recruiting/Talent Acquisition	7,672
TM VP/Dir Talent Management	10,439
OTHER	11,991
C Communications (VP, Director, etc.)	2,457
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,511
M Marketing (VP, Director, etc.)	4,167
S Sales (VP, Director, etc.)	2,485
MEETING & EVENT PLANNING	2,875
MP Meeting/Event Planner	2,875
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,023
SR Corporate Sustainability/Social Responsibility	1,023
“FULL ACCESS” TOTAL: US & Canada*	40,824

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

MTG Revenue Ranges	
www.MentorTechGroup.com	
\$1B+	28,503
\$500MM - \$999.9MM	5,763
\$50MM - \$499.9MM	6,274
\$0 - \$49.9MM	264
N/A	20

MTG Employee Size Ranges	
www.MentorTechGroup.com	
10,000+	16,735
1000 - 9999	19,237
500 - 999	2,688
1 - 499	2,058
N/A	106

MTG Vertical Market Segmentation	
www.MentorTechGroup.com	
Aerospace/Defense	463
Automotive & Transport	767
Banking	985
Beverages	464
Biotechnology	117
Chemicals	952
Computer Hardware	615
Computer Software & Services	1,766
Conglomerates	218
Consumer Products	1,802
Diversified Services	3,703
Drugs	998
Electronics	1,152
Energy	1,154
Financial Services	1,687
Food	1,626
Health Products & Services	3,858
Insurance	2,005
Leisure	1,969
Manufacturing	2,952
Materials & Construction	1,704
Media	1,196

Metals & Mining	582
Real Estate	689
Retail	2,343
Schools & Educational Services	815
Specialty Retail	896
Telecommunications	813
Tobacco Products	75
Transportation	1,173
Utilities	1,268
N/A	16
TOTAL CONTACTS	40,824

MTG State Segmentation	
www.MentorTechGroup.com	
AK	63
AL	335
AR	236
AZ	573
CA	4,025
CO	799
CT	730
DC	381
DE	90
FL	1,538
GA	1,483
HI	55
IA	287
ID	110
IL	2,550
IN	670
KS	246
KY	311
LA	195
MA	1,885
MD	548
ME	108
MI	1,191
MN	1,277
MO	939
MS	90
MT	20
NC	1,093

ND	36
NE	286
NH	165
NJ	1,582
NM	32
NV	189
NY	3,215
OH	1,703
OK	270
OR	371
PA	1,840
RI	197
SC	349
SD	75
TN	844
TX	3,561
UT	293
VA	1,067
VT	67
WA	655
WI	865
WV	29
WY	6
PR	4
Canada	1,292
N/A	2
TOTAL U.S. & CANADA *	40,824

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

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