

**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.

<b>MTG Job Code Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b> Rev. 01/08/19
<b>TRAINING CONTACTS</b>	<b>21,990</b>
<b>T</b> Training/Leadership/Organizational Development (CLO, VP Training, Director of Training & Development, VP Education, Culture) There are <u>many</u> different titles within this group.	14,820
<b>CC</b> Call Center Training	244
<b>CR</b> Customer Service Training	800
<b>EL</b> E-learning	1,193
<b>EX</b> External Training	1,111
<b>ITT</b> Information Technology Training	2,718
<b>J</b> Safety/Compliance Training	1,850
<b>ST</b> Sales Training	2,365
<b>U</b> Corporate University	1,501
<b>HR CONTACTS</b>	<b>18,570</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,435
<b>B</b> Benefits/Total Rewards	4,512
<b>R</b> Recruiting/Talent Acquisition	7,454
<b>TM</b> VP/Dir Talent Management	10,090
<b>OTHER</b>	<b>12,044</b>
<b>C</b> Communications (VP, Director, etc.)	2,517
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	4,553
<b>M</b> Marketing (VP, Director, etc.)	4,165
<b>S</b> Sales (VP, Director, etc.)	2,445
<b>MEETING &amp; EVENT PLANNING</b>	<b>2,908</b>
<b>MP</b> Meeting/Event Planner	2,908
<b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>	<b>945</b>
<b>SR</b> Corporate Sustainability/Social Responsibility	945
<b>“FULL ACCESS” TOTAL: US &amp; Canada*</b>	<b>40,640</b>

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

<b>MTG Revenue Ranges</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
\$1B+	28,056
\$500MM - \$999.9MM	5,824
\$50MM - \$499.9MM	6,339
\$0 - \$49.9MM	259
N/A	162

<b>MTG Employee Size Ranges</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
10,000+	16,325
1000 - 9999	19,337
500 - 999	2,645
1 - 499	2,087
N/A	246

<b>MTG Vertical Market Segmentation</b>	<b># Contacts</b>
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
Aerospace/Defense	457
Automotive & Transport	771
Banking	965
Beverages	466
Biotechnology	111
Chemicals	952
Computer Hardware	618
Computer Software & Services	1,773
Conglomerates	229
Consumer Products	1,791
Diversified Services	3,635
Drugs	966
Electronics	1,171
Energy	1,138
Financial Services	1,658
Food	1,622
Health Products & Services	3,871
Insurance	1,984
Leisure	1,950
Manufacturing	2,916
Materials & Construction	1,713
Media	1,200
Metals & Mining	584

Real Estate	681
Retail	2,364
Schools & Educational Services	813
Specialty Retail	892
Telecommunications	817
Tobacco Products	75
Transportation	1,160
Utilities	1,307
N/A	17
<b>TOTAL CONTACTS</b>	<b>40,640</b>

<b>MTG State Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
AK	61
AL	346
AR	232
AZ	559
CA	3,998
CO	797
CT	732
DC	380
DE	91
FL	1,510
GA	1,506
HI	53
IA	295
ID	106
IL	2,561
IN	666
KS	259
KY	311
LA	195
MA	1,880
MD	534
ME	110
MI	1,194
MN	1,268
MO	939
MS	89
MT	20
NC	1,089
ND	36
NE	282

NH	153
NJ	1,567
NM	31
NV	192
NY	3,219
OH	1,671
OK	271
OR	374
PA	1,829
RI	200
SC	344
SD	72
TN	844
TX	3,510
UT	290
VA	1,058
VT	68
WA	646
WI	863
WV	28
WY	6
PR	4
Canada	1,300
N/A	1
<b>TOTAL U.S. &amp; CANADA*</b>	<b>40,640</b>

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

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