

Mentor Tech Group

2021 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. 06/28/21
TRAINING CONTACTS	25,232
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.	17,129
CC Call Center Training	297
CR Customer Service Training	819
EL E-learning	1,320
EX External Training	1,196
ITT Information Technology Training	3,097
J Safety/Compliance Training	1,969
ST Sales Training	2,965
U Corporate University	1,236
HR CONTACTS	18,640
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,652
B Benefits/Total Rewards	5,255
R Recruiting/Talent Acquisition	10,031
TM VP/Dir Talent Management	12,586
OTHER	11,935
C Communications (VP, Director, etc.)	2,423
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,381
M Marketing (VP, Director, etc.)	4,076
S Sales (VP, Director, etc.)	2,728
MEETING & EVENT PLANNING	2,803
MP Meeting/Event Planner	2,803
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,127
SR Corporate Sustainability/Social Responsibility	1,127
“FULL ACCESS” TOTAL: US & Canada*	40,005

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

MTG Revenue Ranges	
www.MentorTechGroup.com	
\$1B+	28,743
\$500MM - \$999.9MM	6,443
\$50MM - \$499.9MM	4,614
\$0 - \$49.9MM	183
N/A	22

MTG Employee Size Ranges	
www.MentorTechGroup.com	
10,000+	17,414
1000 - 9999	18,477
500 - 999	4,038
1 - 499	25
N/A	51

MTG Vertical Market Segmentation	
www.MentorTechGroup.com	
Aerospace/Defense	471
Automotive & Transport	799
Banking	1,003
Beverages	448
Biotechnology	108
Chemicals	930
Computer Hardware	592
Computer Software & Services	1,692
Conglomerates	201
Consumer Products	1,738
Diversified Services	3,710
Drugs	937
Electronics	1,120
Energy	1,160
Financial Services	1,739
Food	1,635
Health Products & Services	3,860

Insurance j	1,991
Leisure	1,897
Manufacturing	2,863
Materials & Construction	1,765
Media	1,148
Metals & Mining	559
Real Estate	674
Retail	2,128
Schools & Educational Services	865
Specialty Retail	820
Telecommunications	704
Tobacco Products	63
Transportation	1,130
Utilities	1,239
N/A	16
TOTAL CONTACTS	40,005

MTG State Segmentation	
www.MentorTechGroup.com	
AK	68
AL	345
AR	230
AZ	573
CA	3,829
CO	720
CT	710
DC	369
DE	103
FL	1,560
GA	1,513
HI	51
IA	305
ID	119
IL	2,504
IN	692
KS	231
KY	297
LA	204
MA	1,869
MD	506
ME	104
MI	1,183

MN	1,275
MO	885
MS	91
MT	16
NC	1,084
ND	39
NE	289
NH	152
NJ	1,501
NM	29
NV	188
NY	3,169
OH	1,714
OK	260
OR	361
PA	1,770
RI	198
SC	326
SD	75
TN	815
TX	3,436
UT	286
VA	1,060
VT	63
WA	623
WI	886
WV	30
WY	6
PR	6
Canada	1,287
N/A	0
TOTAL U.S. & CANADA*	40,005

* 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.
