

Mentor Tech Group Job Codes 2019

- 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. 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.

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