

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

* 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.