

Mentor Tech Group Job Codes 2021

- 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. 01/10/21
TRAINING CONTACTS	25,023
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.	17,148
CC Call Center Training	283
CR Customer Service Training	825
EL E-learning	1,273
EX External Training	1,207
ITT Information Technology Training	3,010
J Safety/Compliance Training	1,924
ST Sales Training	2,887
U Corporate University	1,292
HR CONTACTS	18,845
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,747
B Benefits/Total Rewards	5,210
R Recruiting/Talent Acquisition	9,761
TM VP/Dir Talent Management	12,586
OTHER	11,788
C Communications (VP, Director, etc.)	2,455
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,376
M Marketing (VP, Director, etc.)	4,504
S Sales (VP, Director, etc.)	2,722
MEETING & EVENT PLANNING	2,812
MP Meeting/Event Planner	2,812
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,078
SR Corporate Sustainability/Social Responsibility	1,078
"FULL ACCESS" TOTAL: US & Canada*	40,347

* 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.