

## 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.

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

\* 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.

