

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. 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.

MTG Revenue Ranges	
www.MentorTechGroup.com	
\$1B+	28,840
\$500MM - \$999.9MM	6,460
\$50MM - \$499.9MM	4,829
\$0 - \$49.9MM	196
N/A	22

MTG Employee Size Ranges	
www.MentorTechGroup.com	
10,000+	17,555
1000 - 9999	18,612
500 - 999	2,396
1 - 499	1,733
N/A	51

MTG Vertical Market Segmentation	
www.MentorTechGroup.com	
Aerospace/Defense	472
Automotive & Transport	798
Banking	990
Beverages	452
Biotechnology	107
Chemicals	935
Computer Hardware	610
Computer Software & Services	1,700
Conglomerates	208
Consumer Products	1,753
Diversified Services	3,753
Drugs	951
Electronics	1,158
Energy	1,173
Financial Services	1,735
Food	1,630
Health Products & Services	3,879

Insurance	2,000
Leisure	1,922
Manufacturing	2,877
Materials & Construction	1,765
Media	1,159
Metals & Mining	556
Real Estate	677
Retail	2,200
Schools & Educational Services	868
Specialty Retail	851
Telecommunications	717
Tobacco Products	66
Transportation	1,149
Utilities	80
N/A	815
TOTAL CONTACTS	40,347

MTG State Segmentation	
www.MentorTechGroup.com	
AK	67
AL	342
AR	234
AZ	575
CA	3,894
CO	756
CT	719
DC	375
DE	95
FL	1,559
GA	1,516
HI	51
IA	301
ID	117
IL	2,534
IN	681
KS	243
KY	303
LA	213
MA	1,879
MD	518
ME	107
MI	1,187

MN	1,275
MO	885
MS	95
MT	15
NC	1,080
ND	38
NE	295
NH	150
NJ	1,525
NM	28
NV	193
NY	3,168
OH	1,726
OK	259
OR	371
PA	1,790
RI	203
SC	338
SD	74
TN	818
TX	3,545
UT	295
VA	1,080
VT	60
WA	611
WI	881
WV	33
WY	6
PR	7
Canada	1,235
N/A	2
TOTAL U.S. & 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.