

Mentor Tech Group Job Codes 2022

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. 05/2/22
TRAINING CONTACTS	25,980
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.	17,529
CC Call Center Training	284
CR Customer Service Training	855
EL E-learning	1,333
EX External Training	1,173
ITT Information Technology Training	3,250
J Safety/Compliance Training	2,014
ST Sales Training	3,088
U Corporate University	1,170
DEI - Diversity, Equity, Inclusion	1,161
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HR CONTACTS	18,606
H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	11,625
B Benefits/Total Rewards	5,236
R Recruiting/Talent Acquisition	10,415
TM VP/Dir Talent Management	13,270
OTHER	12,135
C Communications (VP, Director, etc.)	2,884
IT Information Technology (CIO/VP IT, Dir IT, etc.)	4,409
M Marketing (VP, Director, etc.)	4,094
S Sales (VP, Director, etc.)	2,848
MEETING & EVENT PLANNING	2,829
MP Meeting/Event Planner	2,829
SUSTAINABILITY/SOCIAL RESPONSIBILITY	1,172
SR Corporate Sustainability/Social Responsibility	1,172
"FULL ACCESS" TOTAL: US & Canada*	40,055

* 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.

