

## Mentor Tech Group

### 2024 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.

<b>MTG Job Code Segmentation</b> <a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	<b># Contacts</b> Rev. 08/05/2024
<b>TRAINING CONTACTS</b>	<b>24,406</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.	16,805
<b>CC</b> Call Center Training	288
<b>CR</b> Customer Service Training	770
<b>EL</b> E-learning	1,197
<b>EX</b> External Training	968
<b>ITT</b> Information Technology Training	2,986
<b>J</b> Safety/Compliance Training	1,739
<b>ST</b> Sales Training	2,839
<b>U</b> Corporate University	844
<b>DEI: Diversity, Equity, Inclusion</b>	<b>2,232</b>
<b>D</b> Diversity, Equity, Inclusion	2,232
<b>HR CONTACTS</b>	<b>17,126</b>
<b>H</b> Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group.	10,571
<b>B</b> Benefits/Total Rewards	4,565
<b>R</b> Recruiting/Talent Acquisition	9,932
<b>TM</b> VP/Dir Talent Management	12,720
<b>OTHER</b>	<b>11,407</b>
<b>C</b> Communications (VP, Director, etc.)	2,509
<b>IT</b> Information Technology (CIO/VP IT, Dir IT, etc.)	3,972
<b>M</b> Marketing (VP, Director, etc.)	3,908
<b>S</b> Sales (VP, Director, etc.)	2,652
<b>MEETING &amp; EVENT PLANNING</b>	<b>2,758</b>
<b>MP</b> Meeting/Event Planner	2,758
<b>“FULL ACCESS” TOTAL: US &amp; Canada*</b>	<b>36,643</b>

\* MTG’s “Full Access” database contains ALL job codes; Canadian contacts do not include an email address.

<b>MTG Revenue Ranges</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
\$1B+	27,633
\$500MM - \$999.9MM	4,717
\$50MM - \$499.9MM	4,102
\$0 - \$49.9MM	157
N/A	34

<b>MTG Employee Size Ranges</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
10,000+	16,528
1000 - 9999	16,602
500 - 999	2,003
1 - 499	1,493
N/A	17

<b>MTG Vertical Market Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
Aerospace/Defense	444
Automotive & Transport	719
Banking	891
Beverages	433
Biotechnology	101
Chemicals	815
Computer Hardware	453
Computer Software & Services	1,500
Conglomerates	169
Consumer Products	1,519
Diversified Services	3,457
Drugs	879
Electronics	1,023
Energy	955
Financial Services	1,621
Food	1,479
Health Products & Services	3,615
Insurance	1,889
Leisure	1,714
Manufacturing	2,676
Materials & Construction	1,750
Media	1,046

Metals & Mining	428
Real Estate	684
Retail	1,856
Schools & Educational Services	959
Specialty Retail	721
Technology	119
Telecommunications	599
Tobacco Products	64
Transportation	967
Utilities	1,087
N/A	11
<b>TOTAL CONTACTS</b>	<b>36,643</b>

<b>MTG State Segmentation</b>	
<a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>	
AK	67
AL	320
AR	221
AZ	553
CA	3,507
CO	665
CT	695
DC	371
DE	106
FL	1,485
GA	1,467
HI	52
IA	328
ID	121
IL	2,363
IN	632
KS	208
KY	268
LA	182
MA	1,734
MD	431
ME	102
MI	1,079
MN	1,226
MO	821
MS	78
MT	13

NC	1,115
ND	37
NE	268
NH	131
NJ	1,395
NM	34
NV	178
NY	3,047
OH	1,622
OK	245
OR	324
PA	1,674
RI	173
SC	315
SD	76
TN	783
TX	3,347
UT	256
VA	1,018
VT	59
WA	575
WI	833
WV	32
WY	5
PR	6
N/A	0
<b>TOTAL U.S. CONTACTS</b>	<b>36,643</b>

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