

Mentor Tech Group

2025 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. 01/13/2025 |
|--|--------------------------------------|
| TRAINING CONTACTS | 24,257 |
| 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. | 16,706 |
| CC Call Center Training | 271 |
| CR Customer Service Training | 742 |
| EL E-learning | 1,195 |
| EX External Training | 949 |
| ITT Information Technology Training | 2,973 |
| J Safety/Compliance Training | 1,696 |
| ST Sales Training | 2,823 |
| U Corporate University | 814 |
| DEI: Diversity, Equity, Inclusion | 232 |
| D Diversity, Equity, Inclusion | 2,232 |
| HR CONTACTS | 11,407 |
| H Human Resources (CHRO, VP, EVP, Director, Chief People Officer, etc.) There are many different titles within this group. | 10,571 |
| B Benefits/Total Rewards | 4,565 |
| R Recruiting/Talent Acquisition | 9,932 |
| TM VP/Dir Talent Management | 12,720 |
| OTHER | 11,299 |
| C Communications (VP, Director, etc.) | 2,543 |
| IT Information Technology (CIO/VP IT, Dir IT, etc.) | 3,942 |
| M Marketing (VP, Director, etc.) | 3,844 |
| S Sales (VP, Director, etc.) | 2,621 |
| MEETING & EVENT PLANNING | 2,723 |
| MP Meeting/Event Planner | 2,723 |
| “FULL ACCESS” TOTAL: US & Canada* | 36,201 |

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

| MTG Revenue Ranges | |
|--|--------|
| www.MentorTechGroup.com | |
| \$1B+ | 27,650 |
| \$500MM - \$999.9MM | 4,384 |
| \$50MM - \$499.9MM | 3,624 |
| \$0 - \$49.9MM | 143 |
| N/A | 400 |

| MTG Employee Size Ranges | |
|--|--------|
| www.MentorTechGroup.com | |
| 10,000+ | 16,279 |
| 1000 - 9999 | 16,357 |
| 500 - 999 | 1,810 |
| 1 - 499 | 1,375 |
| N/A | 380 |

| MTG Vertical Market Segmentation | |
|--|-------|
| www.MentorTechGroup.com | |
| Aerospace/Defense | 417 |
| Automotive & Transport | 713 |
| Banking | 882 |
| Beverages | 429 |
| Biotechnology | 101 |
| Chemicals | 803 |
| Computer Hardware | 440 |
| Computer Software & Services | 1,487 |
| Conglomerates | 167 |
| Consumer Products | 1,484 |
| Diversified Services | 3,423 |
| Drugs | 846 |
| Electronics | 993 |
| Energy | 937 |
| Financial Services | 1,603 |
| Food | 1,461 |
| Health Products & Services | 3,595 |
| Insurance | 1,847 |
| Leisure | 1,704 |
| Manufacturing | 2,673 |
| Materials & Construction | 1,744 |
| Media | 1,032 |

| | |
|--------------------------------|---------------|
| Metals & Mining | 429 |
| Real Estate | 672 |
| Retail | 1,827 |
| Schools & Educational Services | 952 |
| Specialty Retail | 722 |
| Technology | 130 |
| Telecommunications | 591 |
| Tobacco Products | 64 |
| Transportation | 955 |
| Utilities | 1,067 |
| N/A | 11 |
| TOTAL CONTACTS | 36,201 |

| MTG State Segmentation | |
|--|-------|
| www.MentorTechGroup.com | |
| AK | 67 |
| AL | 311 |
| AR | 213 |
| AZ | 552 |
| CA | 3,470 |
| CO | 652 |
| CT | 681 |
| DC | 367 |
| DE | 106 |
| FL | 1,465 |
| GA | 1,455 |
| HI | 52 |
| IA | 322 |
| ID | 122 |
| IL | 2,329 |
| IN | 628 |
| KS | 208 |
| KY | 263 |
| LA | 179 |
| MA | 1,708 |
| MD | 422 |
| ME | 96 |
| MI | 1,049 |
| MN | 1,212 |
| MO | 813 |
| MS | 77 |
| MT | 15 |

| | |
|----------------------------|---------------|
| NC | 1,101 |
| ND | 37 |
| NE | 265 |
| NH | 127 |
| NJ | 1,370 |
| NM | 33 |
| NV | 176 |
| NY | 3,016 |
| OH | 1,596 |
| OK | 245 |
| OR | 312 |
| PA | 1,646 |
| RI | 168 |
| SC | 307 |
| SD | 77 |
| TN | 774 |
| TX | 3,339 |
| UT | 270 |
| VA | 1,004 |
| VT | 55 |
| WA | 572 |
| WI | 835 |
| WV | 31 |
| WY | 5 |
| PR | 6 |
| N/A | 0 |
| TOTAL U.S. CONTACTS | 36,201 |

* MTG's "Full Access" database contains ALL job codes; Canadian contacts do not include an email address.

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