

Mentor Tech Group Job Codes 2024

- 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. 08/05/2024
TRAINING CONTACTS	24,406
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.	16,805
CC Call Center Training	288
CR Customer Service Training	770
EL E-learning	1,197
EX External Training	968
ITT Information Technology Training	2,986
J Safety/Compliance Training	1,739
ST Sales Training	2,839
U Corporate University	844
D: Diversity, Equity, Inclusion	2,232
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HR CONTACTS	17,126
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	11,407
C Communications (VP, Director, etc.)	2,509
IT Information Technology (CIO/VP IT, Dir IT, etc.)	3,972
M Marketing (VP, Director, etc.)	3,908
S Sales (VP, Director, etc.)	2,652
MEETING & EVENT PLANNING	2,758
MP Meeting/Event Planner	2,758
"FULL ACCESS" TOTAL: US & Canada*	36,643

* 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.