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From the C-Suite to frontline managers,
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respondents from across the globe.



BASIC ATTRIBUTES

Business Type

Services
 Manufacturing
 Retail
 Wholesale
 Not-For-Profit
 Government

Industry Segment

Administrative and Support Service Activities
 Advertising Aerospace & Defense
 Agriculture/Livestock
 Arts, Entertainment & Recreation
 Automotive Banking/Financial Services
 Business Services (Staffing, Printing, etc.)
 Chemicals Computer Hardware
 Computer Services Computer Software
 Construction (Contractor, Home Building, etc.)
 Consulting
 Consumer/Personal Services (Child Care, Tax Prep, Hair Salon, etc.)
 Consumer Products Manufacturing
 Education/Training Electronics - Manufacturing Energy & Utilities / Oil & Gas
 Environmental Services & Equipment
 Film/TV/Radio
 Food/Beverages/ Restaurants
 Government
 Healthcare/Medical Industrial
 Manufacturing Insurance
 Legal Services
 Market Research
 Media/Publishing
 Membership Organizations
 Metals & Mining
 Pharmaceuticals
 Real Estate
 Professional, Scientific and Technical Activities

Religious Organizations Retail
 Retail/Wholesale Trade
 Security Products & Services
 Telecommunications Equipment
 Telecommunications Services
 Telemarketing & Public Relations
 Training/Development
 Transport/Transportation Services/ Logistics
 Travel/Tourism/Hospitality

Annual Revenue (USD)

Less than \$50,000
 \$50,000 to \$250,000
 \$250,001 to \$500,000
 \$500,001 to \$750,000
 \$750,001 to \$1 million
 \$1.1 million to \$2 million
 \$2.1 million to \$5 million
 \$5.1 million to \$10 million
 \$10.1 million to \$25 million
 \$25.1 million to \$50 million
 \$50.1 million to \$100 million
 \$100.1 million to \$500 million
 \$500.1 million to \$1 billion
 \$1.1 billion to \$10 billion
 Over \$10 billion

Number of Employees at All Locations

1 Employee
 2 – 5 Employees
 6 – 9 Employees
 10 – 49 Employees
 50 – 99 Employees
 100 – 249 Employees
 250 – 499 Employees
 500 – 999 Employees
 1,000 – 2,499 Employees
 2,500 – 4,999 Employees
 5,000 – 9,999 Employees
 10,000 – 24,999 Employees
 25,000 or more Employees

Number of Employees at Local Location

1 Employee
 2 – 5 Employees
 6 – 9 Employees
 10 – 49 Employees
 50 – 99 Employees
 100 – 249 Employees
 250 – 499 Employees
 500 – 999 Employees
 1,000 – 2,499 Employees
 2,500 – 4,999 Employees
 5,000 – 9,999 Employees
 10,000 or more Employees

Geographic Footprint

Domestic Only
 Domestic & International

Primary Business Bank (69 providers)

Primary Health Insurance Provider (24 Providers)

Primary Business Electric Provider (110 Providers)

Primary Business Gas Service Provider (61 Providers)

BUSINESS PROFESSIONAL

Employment Status

Full-time
 Part-time
 Self-employed (Contract, Freelance, Temporary Employee, Etc.)
 Student
 Unemployed and not looking for work
 Unemployed and looking for work
 Retired

Business Title

Chairman/Board Member
 Partner/Principal
 President
 CEO
 COO
 CFO
 CIO/CTO
 CMO
 EVP
 SVP
 VP/Assistant VP
 Contoller
 General Manager
 Director/Department Head
 Manager/Senior Manager
 Supervisor

Business Operation

Arts/Literary/Culinary
 Business Owner/Self-Employed
 Construction/Tradesperson/Skilled Laborer (Painter, Mechanic, Plumber, etc.)
 Education Administration/Support Services
 Educator (Professor, Teacher, Coach, etc.)
 Entertainment/Sports/Media
 Farming/Ranching
 Healthcare Professional (Not Physician/Doctor)
 Hourly Wage Worker (Waiter, Barista, Stocker, Bellhop, etc.)
 Lawyer/Attorney
 Military/Law Enforcement/Fire

Services/Emergency Services
 Physician/Doctor/General Practitioner (MD, DO, etc.)
 Professional/Technical/Scientific
 Professional Driver/Delivery Driver
 White Collar/Office Worker (includes executive management, middle management, and individual contributors)

Functional Role

Account Management
 Accounting/Finance
 Administrative/Clerical
 Administration/Management
 Agriculture (Farming/Ranching)
 Architecture/Interior Design
 Athletics/Sports
 Banking
 Biotech/R&D/Science
 Building Construction/Skilled Trades
 Business/Strategic Management
 Caregiver/Aide/Human Services
 Childcare
 Communications/PR
 Compliance/Risk Management
 Cosmetology (Hairdresser/Makeup artist)
 Creative/Media
 Customer Service
 Design/Engineering
 Developer/Programmer
 e-Commerce/Web Content
 Editorial Writing
 Entertainer (Actor/Model/YouTuber)
 Event Planner
 Facilities/Maintenance
 Fitness/Trainer/Dance Instructor
 Food Services/Hospitality
 Human Resources
 Information Technology (IT)
 Installation/Maintenance/Repair
 Insurance
 Inventory/Supply Management
 Legal
 Logistics/Planning
 Manufacturing/Production/Operations
 Market Research
 Marketing/Advertising

Medical/Health
 Operations/Production
 Project/Program Management
 Public Service (Government/Military/Law Enforcement/Fire Services/Emergency Services)
 Purchasing/Procurement
 Quality Assurance/Quality Control
 Real Estate/Mortgage Professional
 Religious/Spiritual
 Research & Development
 Sales/Business Development
 Security
 Training & Education
 Warehousing/Shipping/Transportation
 Youth Development (Mentor/Coach/Leader/Counselor/YMCA/Social Activities/Ministry)
 Zoological (Pet care/Dog walker/Zookeeper)

Functional Role

Accounting, Tax or Financial Services
 Company Liability or Insurance
 eCommerce/eBusiness
 Facility Maintenance/Security Services
 HR/Employee-Benefits
 Legal Services
 Marketing/Advertising Services/Market Research
 Medical/Health Equipment/Device Purchaser
 Meeting Accommodations/Travel
 Office Supplies/Equipment
 Outsourcing/Offshoring
 Print/Copy/Photo Services
 Raw Materials/Components
 Real Estate/Office Space/Facilities
 Shipping/Mail Services
 Staffing/Personnel Services
 Strategic/Management Consulting Services
 Technology Services/Hardware/Software
 Transportation/Fleet Services
 Utilities
 Wireless/Telecom Services and/or Equipment

Primary Role

Executive/Senior Management
Middle Management/Line Management/Supervisory
Individual Contributor/
Non-Management

Human Resources Role

Benefits
Employee Relations Management
Payroll
Staffing & Recruiting
Wellness & Prevention

Direct Reports

0 Employees
1 Employee
2 – 3 Employees
4 – 5 Employees
6 – 9 Employees
10 – 49 Employees
50 – 99 Employees
100 – 499 Employees
500 – 999 Employees
1,000 or more Employees

BUSINESS PROFESSIONAL

Business Services

Advertising & Marketing
Building Services (Extermination/Pest Control, Janitorial, Landscaping, etc.)
Coffee & Beverage Services
Commercial Cleaning & Facilities Management Services
Commercial Printing & Sign Creation
Credit Reporting & Collections
Information & Records Management Services
Staffing Services
Technical & Scientific Research Services
Uniform Rental & Laundry Services

Computer Hardware

Computer Networking Equipment
Computer Peripherals
Handheld Computers & Accessories
Mass Storage Systems
Personal Computers
Servers & Mainframes
Specialized Computer Systems - Point-of-Sale/ATMs
Value Added Reseller (VAR)/Systems Integrator
Workstations & Thin Clients

Computer Software

Accounting & Finance
Asset Management
Billing & Service Provisioning
Business Intelligence
Collaborative
Content & Document Management
CRM, Marketing & Sales
Database & File Management
Development Tools, Operating Systems & Utilities
eCommerce
Education & Training
Engineering, Scientific & CAD/CAM
Enterprise Application Integration
Enterprise Resource Planning
Entertainment & Games
Financial Services, Legal & Government
Healthcare Management
Human Resources & Workforce Management
Managed Service Provider (MSP)
Manufacturing, Warehousing & Industrial
Messaging, Conferencing & Communications
Multimedia, Graphics & Publishing
Networking & Connectivity
Retail, Point-of-Sale & Inventory Management
Security
Storage & Systems Management
Supply Chain Management & Logistics
Value Added Reseller (VAR)/Systems Integrator

Wireless

Consulting

Environmental
Human Resources -Benefits & Staffing
Information Technology (IT)
Management/Business Strategy
Marketing
Private Equity
Security
Web Design

Consumer Products

Apparel
Appliances
Audio & Video Equipment
Baby Supplies & Accessories
Cleaning Products
Consumer Electronics
Eyewear
Hand Tools, Power Tools
Lawn & Garden Equipment
Home Furniture — Ready-to-Assemble Furniture
Housewares
Jewelry & Watch
Linens
Mattress & Bed
Musical Equipment
Office & Business Furniture, Fixtures & Equipment
Office, School, & Art Supplies
Personal Care Products
Pet Products
Photographic & Optical Equipment/Supplies
Sporting Goods & Equipment
Tobacco
Toys & Games
Window Coverings & Wall Coverings

Consumer Services

Appliance Repair & Maintenance
Appraiser
Auto Repair & Maintenance
Barber Shop/Hair Salon
Catering
Child Care

Credit Counseling
Dietitian & Nutritionist
Elder Care
Funeral Services
Handy Man/Home Repair
Housekeeping
Interior Design
Jeweler
Laundry/Dry Cleaning
Locksmith
Make-up Consultation/Sales
Nail Salon
Personal Assistant
Personal Trainer
Pest Control & Extermination
Photography
Physical Therapy
Professional Organizer
Rent-To-Own
Spa/Massage Therapy
Tax Preparation
Travel Agency
Veterinary/Pet Care
Wedding Consulting

Entertainment/Sports

Activities of Membership Organizations
Amusement Parks,
Arcades & Attractions
Fitness & Dance Facilities
Gambling Resorts & Casinos
Movie Theaters
Libraries, Museums, Zoos & Parks
Performing Arts Companies
Professional Sports Teams
& Organizations
Talent & Modeling Agencies
Ticket Sales

Energy & Utilities/Oil & Gas

Alternative Energy Sources (Solar Power,
Wind Power, etc.)
Electric Utilities
Energy Trading & Marketing
Independent/Merchant Power Production
Natural Gas Utilities
Oil & Gas - Exploration & Production
Oil & Gas - Refining, Marketing &
Distribution
Oil & Gas - Transportation & Storage
Remediation Activities & Other Waste
Management Services
Sewerage
Steam & Air Conditioning Supply

Waste Collection, Treatment & Disposal
Activities; Materials Recovery
Water Utilities - Distribution/
Wastewater Treatment

Food/Beverage/Restaurant

Bars & Nightclubs
Catering Services
Distributor/Supplier
Food Service Contractors
Manufacturer - Alcoholic Beverages
Manufacturer - Food
Manufacturer - Non-Alcoholic Beverages
Casual Dining Restaurants
Coffee Shops
Fast-Food & Quick-Service
Restaurants
Specialty Eateries
Upscale Dining

Marketing

Branding, Awareness
Channel Enablement
Customer Community Management
Customer & Market Intelligence
Field Enablement
Lead Nurturing
Lead Origination
Marketing Operations
Product Marketing

Media/Publishing

Film & Video (TV Program Production,
Movie Theaters, etc.)
Information Collection & Delivery
Internet Content Providers
Internet Search & Navigation Services
Music Production & Distribution
Publishing - Books
Publishing - Directories & Mailing Lists
Publishing - Greeting Cards
Publishing - Magazines
Publishing - Newspapers
Publishing - Trading Cards & Comic Books
Radio Broadcasting & Programming
Television - Broadcast & Cable Networks
Television - Production & Distribution
Television - Television
Station Groups

Non-Profit

Advocacy
Animal
Arts & Culture

Educational
Environmental
Fraternal Societies & Services
Health
International (disaster relief & humani-
tarian, peace & human rights)
National (disaster relief & humanitarian,
peace & human rights)
Political
Recreational
Religion
Veterans (veteran & family support [non-
governmental])

Retail

Apparel & Accessories Retail (Clothing,
Shoes)
Building Materials Retail & Distribution
Camera & Optical Goods
Computer & Software
Consumer Electronics & Appliances
Convenience Stores & Truck Stops (in-
cludes Gas Stations)
Cosmetics, Beauty Supply & Perfume
Department Stores
Discount & Variety Retail (Warehouse
Clubs, Superstores)
Drug Stores & Pharmacies
Floor & Window Coverings
Floral & Gifts
Grocery Stores & Supermarkets
Hobby & Craft
Home Furnishings & Housewares Retail
Home Improvement & Hardware
Jewelry & Watch
Military & Government Exchange
Music, Video, Book & Entertainment
Musical Equipment
Non-store Retail - Catalog, Mail Order &
Television Sales
Non-store Retail - Direct Selling
Non-store Retail - Internet
Office Supplies
Oil & Propane Dealers
Party & Holiday Accessories
Recreational Vehicle, Motorcycle
& Boat Dealers
Sporting Goods & Recreational Equipment
Tobacco
Toys & Games

Telecommunications Service & Equipment

Cable TV System Operators
Data Network Operators
Direct Broadcast Services Providers
Internet & Online Services Providers
Local Exchange Carriers
Long-distance Carriers
Managed Network Services
Messaging Services Providers
Satellite & Broadcast Network Equipment
Satellite System Operators
Telecommunications Infrastructure Development
Telecommunications Resellers
Teleconferencing Services Providers
Telemetry & Telematics Services Providers
Value Added Reseller (VAR)/Systems Integrator
Wired Telecommunications Services
Wireless Network Operators
Wireless Telecommunications Resellers
Wireless Telecommunications
Equipment - Distribution or Manufacturing
Wireline Telecommunications Equipment - Distribution or Manufacturing

Travel/Hospitality/Leisure

Bed & Breakfast Inns
Budget & Economy Motels
Extended Stay & Business Suite Hotels
Mid-Priced Hotels & Motels
Resorts
Travel Agencies & Services
Upscale & Luxury Hotels

LEGAL SERVICES

Legal Occupation

Corporate Counsel
District Attorney/Assistant District Attorney
Judge/Magistrate
Private Practice
Public Defender

Legal Role

Attorney
Court Reporter
Law Clerk
Law Librarian

Legal Assistant
Legal Consultant
Paralegal

REAL ESTATE

Type of Business

Commercial Property Appraisal
Commercial Property Investment
Commercial Property Management
Commercial Real Estate Brokerage
Commercial Real Estate Development
Land Appraisal
Lending – Mortgage Banking & Related Services
Real Estate Investment Trusts (REITs)
Residential Property Appraisal
Residential Property Investment
Residential Property Management
Residential Real Estate Brokerage
Residential Real Estate Development
Title Insurance

Primary Real Estate Role

Appraiser
Escrow Officer/Manager
Leasing Agent – Commercial or Residential
Property Manager -Commercial or Residential
Real Estate Agent -Commercial or Residential
Real Estate Broker -Commercial or Residential
Real Estate Developer -Commercial or Residential
Title Officer/Closer
Transaction Coordinator

BANKING/FINANCIAL SERVICES/INSURANCE

Type of Business

Accounting
Banks & Thrifts
Credit Monitoring & Protection Services
Credit Unions
Insurance (Agency)
Insurance (Brokerage)
Investment Banking
Investment Management
Lending (Other)
Mortgage

Securities
Stock Exchanges

Primary Role

Account Executive/Manager
Accountant/Auditor
Accounts Payable/Receivable
Actuarial Analyst
Asset Manager
Benefits Consultant
Branch Management
Business Analyst
Claims (Adjuster, Examiner, Investigator, etc.)
Compliance Officer
Escrow Officer/Manager
Financial Advisor (Personal/Independent)
Financial Analyst
Insurance Agent
Insurance Appraiser
Insurance Broker
Insurance Underwriter
Investment Advisor
Investment Banker
Investment Broker
Loan Officer/Originator
Management - General / Operations
Mortgage Broker
Office/Administrative Support (Teller, Clerk, Bookkeeping, Customer Service, etc.)
Portfolio Manager
Stockbroker
Title Agent
Title Officer/Closer
Trust Officer
Wealth Advisor

CONSTRUCTION

Type of Business

Architectural & Engineering Services
Commercial & Heavy Construction
Residential Construction
Specialty Contracting (Concrete, Electrical, Painting, Plumbing, Roofing, etc.)
Waste Collection & Site Cleaning

Primary Role

Brick/Masonry
Carpentry

Carpet/Flooring/Tile Installation
Concrete Installation/Finishing
Construction/Building Inspector
Contractor-General
Electrician/Electrical Contractor
Engineer/Architect
Heavy Equipment Operator
HVAC Installation/Maintenance
Landscaping
Painting
Plumbing/Plumbing Contractor
Property/Facility Maintenance
Roofing

NON-CONSTRUCTION

Primary Role

Artisan
Barber or Hairstylist
Butcher
Cable Joiner
Carpenter
Cement Mason
Chef
Cooper
Electrician
Heavy Equipment Operator
Instrument Mechanic
Ironworker
Jeweler
Journeyman
Laborer
Lineman
Locksmith
Machinist
Mechanic
Millwright
Painter and Decorator
Plasterer
Plumber
Roofer
Tool & Die Maker
Traditional/Preservation
Trades
Watchmaker
Welder

AUTOMOTIVE, TRANSPORT & LOGISTICS

Type of Business

Air Cargo Services

Airlines - Charter
Airlines - Commercial
Air Transport
Auto Parts Retail
Automobile Dealer
Automotive Service & Collision Repair
Bus Services
Car & Truck Rental
Courier/Delivery Services
Land Transport & Transport via Pipelines
Logistics Services-Supply Chain Management Services
Logistics Services - Warehousing & Distribution Services
Manufacturing - Vehicles & Vehicle Parts
Rail Infrastructure Management Services
Railroads - Commuter/Freight
Railroads - Intercity Passenger Railroads
Taxi & Limousine Services
Truck Leasing
Water Transportation Services (Freight, Cruise Ships, etc.)

Type of Professional Driver

Heavy-Duty/Tractor-Trailer
Light-Duty Commercial Delivery (Cargo Van, Box Trucks, etc.)
Limousine/Taxi/Bus
Rideshare Service Driving/Delivery (Uber, Lyft, etc.)
Sales/Route

EDUCATION

Educator Primary Role

Administrative
Coach/Athletic Instructor
Counselor
Department Head/Chairperson
Nurse
Principal/Dean
Professor
Superintendent
Teacher/Instructor/TA
Vice Principal

Education Level Employed

Preschool
Elementary/Primary School
Middle School/Junior High
High School/Senior High School
College/University

Type of Educational Institution

Public
Private (Not Faith-based)
Faith-based
Montessori
Charter

GOVERNMENT/MILITARY

Type of Law Enforcement/Emergency Medical Services

Army
Navy
Air Force
Marines
Coast Guard
National Guard - Army
National Guard - Air
Law Enforcement - Federal
Law Enforcement - State
Law Enforcement - Municipal
Fire Service
Emergency Services
Emergency Operator

Military Branch Served

Army
Navy
Air Force
Marines
Coast Guard

Military Service Status

Full-time Active Duty
Part-time Reservist
National Guard
Honorably Discharged
Retired Military

Government Level of Service

Federal
State
County
Local/Municipal

BUSINESS OWNER

Type of Business Owned/Operated

Consulting
Freelancing

Investor / Shareholder
Large Corporation
Online Business
Personal Services (massage therapist, hair/nail salon, etc.)
Small Business

Type of Personal Service

Appliance Repair & Maintenance
Appraiser
Auto Repair & Maintenance
Barber Shop/Hair Salon
Catering
Child Care
Credit Counseling
Dietitian & Nutritionist
Elder Care
Funeral Services
Handyman/Home Repair
Housekeeping
Interior Design
Jeweler
Laundry/Dry Cleaning
Locksmith
Make-up Consultation/Sales
Nail Salon
Personal Assistant
Personal Trainer
Photography
Physical Therapy
Professional Organizer
Rent-to-Own
Spa/Massage Therapy
Tax Preparation
Travel Agency
Veterinary/Pet Care
Wedding Consulting

HEALTHCARE

Healthcare/Medical Professionals

Administrator
Alternative health care practitioner
Audiologist
Chiropractor
Dental Hygienist
Dental Assistant
Dental Lab Tech
Dentist (DMD, DDS)
Dietitian/Nutritionist
Endodontist
Esthetician

Lab Technician/Assistant/Medical Technologist
Lab Manager/Director
Office Manager
Office Staff
Medical Assistant
Medical Billing Specialist
Medical Director
Medical Technician
Nurse (RN)
Nurse (Other-LPN, APN, etc.)
Nurse Practitioner (NP)
LVN/LPN
Clinical Nurse Specialist (CNS)
Certified Registered Nurse Anesthetist (CRNA)
Certified Nurse-Midwife (CNM)
Nurse - Other (Informatics, Legal, Research, etc.)
Nursing Assistant
Nursing Technician
Occupational Therapist
Operating Room Technician
Optician
Optometrist
Oral and Maxillofacial Surgeon
Oral and Maxillofacial Pathology
Oral and Maxillofacial Radiology
Orthodontist
Paramedic/EMT
Pedodontist
Periodontist
Pharmaceutical/Biotechnology/Medical Equipment (Sales)
Pharmaceutical/Biotechnology/Medical Equipment (Research)
Pharmaceutical/Biotechnology/Medical Equipment (Other)
Pharmacist
Pharmacy Technician
Pharmacy Manager/Director
Pharmaceutical Scientist
Phlebotomist
Physical Therapist
Physician (All Specialties)
Physician Assistant
Podiatrist
Prosthodontist
Psychologist
Radiology Tech/Nuclear Medicine Technologist/Medical Image Tech/
Respiratory Therapist
Social Worker
Sonographer

Speech Pathologist/Therapist
Therapist/Counselor
Veterinarian
Veterinary Technician

Types of Organization in Industry

Ambulance Services
Anesthesiologists
Cardiologists
Chiropractors
Dentists
Dermatologists
Electromedical, Electrotherapeutic & X-Ray Apparatus Manufacturing
General Surgeon
Home Health Care Services
Hospitals
Kidney Dialysis Centers
Medical & Diagnostic Laboratories
Medical Equipment & Supplies Manufacturing
Mental Health & Substance Abuse Services
Mental Health Professionals
Nursing Homes & Long-term Care Facilities
OBGYNs
Oncologists
Optometrists
Outpatient Surgical Centers
Pediatricians
Physicians
Podiatrists
Rehabilitation Therapy Services
Social Assistance
Veterinarian

Current Work Setting

Hospital
Integrated Delivery System
Integrated Health Network
Integrated Health Organization
Ambulatory Surgery Center
Business Office
Cancer Treatment Center
Clinic
Urgent Care Clinic
Contract Management Firm
Contract Research Organization
Dental Office
Employee Benefits Management Firm/
Company

Group Purchasing Organization
HMO/PPO/PSO/Insurance Company
Home Health Agency
Hospice
Hospital Clinic
Imaging Center
Infusion or Dialysis Center
Inpatient Rehabilitation Facility
Laboratory
Managed Care Organization
Medical Device Manufacturing Company
Medicare / Medicaid /Government Plan
Nursing Home/ Long-Term Care / Assisted Living Facility
Other Healthcare Plan/Payor / Administration
Pharmaceutical /Biopharmaceutical / Biotechnology Company
Pharmacy Benefit Management Company
Physicians' Office
School/University
Supplemental / Carve-out Insurance Plan
Third Party Administration
Utilization Review Firm
Veterinarian Office

Current Work Setting

1 Physician/Dentist/Veterinarian
2 – 4 Physicians/Dentists/Veterinarians
5 - 9 Physicians/Dentists/Veterinarians
10 – 19 Physicians/Dentists/Veterinarians
20 – 28 Physicians/Dentists/Veterinarians
29 – 49 Physicians/Dentists/Veterinarians
50 – 99 Physicians/Dentists/Veterinarians
100 – 199 Physicians/Dentists/Veterinarians
200 – 249 Physicians/Dentists/
Veterinarians
250+ Physicians/Dentists/Veterinarians

Primary Role

Central Supply Services Technician
Dental Hygienist
Laboratory Technician
Medical Director
Medical Technician
Nurse (Other - LPN, CNA, etc.)
Nurse (RN)
Nurse Practitioner
Nursing Director
Office Manager
Owner
Partner
Physician's Assistant
Purchasing Director

Receptionist
Veterinary Technician

Healthcare Business Title/Role

Chairman / Board Member
Partner / Principal
President
Chief Executive Officer
Chief Operations Officer
Chief Financial Officer
Chief Information Officer
Chief Medical Officer
EVP / SVP
Vice President
Director / Department Head
Manager / Senior Manager

Physician Primary Specialty (49 specialties)

Hospital Type

Academic / Teaching
Community Hospital
Federal Government
Hospital
General Acute Care
Investor Owned (For-profit) Hospital
Long Term Acute Care Hospital
Non-Federal Long Term Care Hospital
Non-Federal Psychiatric Hospital
Non-Government, Not-for-Profit Hospital
Rehabilitation
State and/or Local Government Hospital
Specialized Care

Hospital Operating Model

Current Hospital Title (50 Titles)

Current Senior Care Title (10 Titles)

Current Home Health Agency Title (10 Titles)

Current Insurance/Payer Title (26 Titles)

Purchase Influence

Office Supplies
Cleaning Supplies
Seminars

Healthcare Books & Magazines
Medical Products & Drugs
Uniform Apparel

Nursing

Career Length (Years)
Functional Role (14 Roles)
Certifications Achieved (34 certifications)
Work Setting
Medical Specialty Areas (42 specialties)

PHARMACEUTICALS

Type of Business

Biopharmaceuticals & Biotherapeutics
Biotechnology Research Equipment
Biotechnology Research Services
Distribution & Wholesale
Manufacturers -Diagnostic Substances
Manufacturers -Drug Delivery Systems
Manufacturers - Generic Drugs
Manufacturers - Over-the-Counter
Medications
Manufacturers - Vitamins & Nutritional Supplements

Work Setting

Academia
Association / Regulatory
Clinic
Consultant
Federal
Government / Federal
Health Maintenance
Organization / Managed Care
Organization
Hospital
Independent
Industry
Mail Order
Mass Merchandise
Nuclear
Physician-Office Based Practice
Retail / Chain
Supermarket

Functional Role (Medical Device/Pharma/Biotech)

Account & Media
Management
Advertising / Promotion
Management
Business Development / Strategic Planning

Consulting
Corporate Management
Finance Management
Information Technology
Managed Care
Market Research
Marketing Management
Medical / Clinical
Management
Product / Brand
Management
Regulatory / Government
Affairs
Research & Development /
Quality Assurance / Quality
Control
Sales Management
Training & Development /
Human Resources

ITDM/IT ROLES

Types of IT Professionals

BI/Analytics
ERP
Database Software
Middleware
Operating Systems
IT Security
Systems Management Software
Virtualization Software
Desktop PCs
Notebook/Laptop PCs
Servers
Storage
Tablets

Ultrabooks
Virtual Desktops/Thin Clients
Workstations
Mobile Phones
Telecommunication & Networking
Equipment
Telecommunication & Networking
Services
IT Consulting & Advisory Services
Systems Integration Services
IT Managed Services/IT Outsourcing
Cloud Professional Services
Cloud - IaaS
Cloud - PaaS
Cloud - SaaS

Developer Roles

Develop software applications, rich internet applications and/or websites or web applications
Architecting software applications
Designing (user interface, graphics, visuals, layout, etc.)
Testing software
Assessing business needs
Managing software development projects
Deploying or maintaining software
Developer Generalist – may include all or most of the activities above, no primary focus on any one of them

Primary IT Functions

Applications / Software Selection
Cloud computing migration
Infrastructure / Hardware Selection
IT Professional & Consulting Services
Coordination

IT Systems Management and Security
Telecommunications & Networking
Decisions & Maintenance
Software Technology Decisions and Maintenance (i.e. databases, middle-ware or OS)

Roles in Various IT Areas

PCs, Tablets, or Client Devices
Mobile Technology
Mobile Applications
Servers
Data Center
Cloud Computing/ Infrastruc-
ture-as-a-Service
Network/Data Technology
Voice Technology
Video/Vide Conferencing
Collaboration
Business Applications & Process
Software
Security
IT Services, including Consulting &
Outsourcing Services
Business Intelligence, Big Data, or
Predictive Analytics
Printers
Virtualization Software
Unified Communications
Network Infrastructure Hardware

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