

Appendix A: Figures

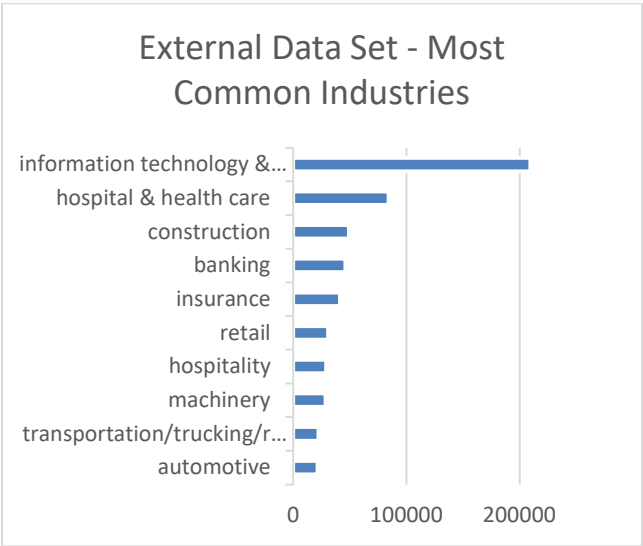


Figure 1: Bar chart of the most common industries of the data set.

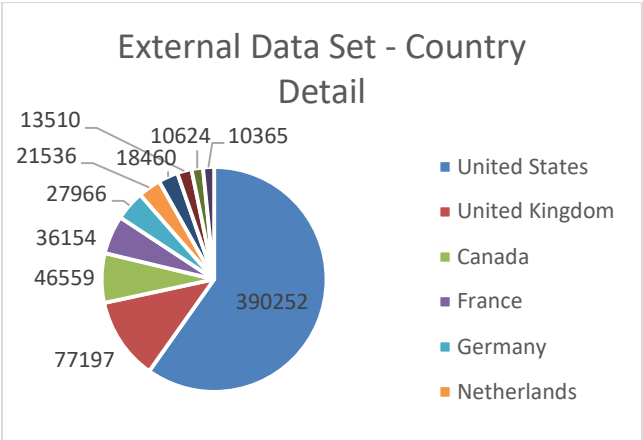


Figure 2: Pie chart showing the country of residence for the contacts in the external data set.

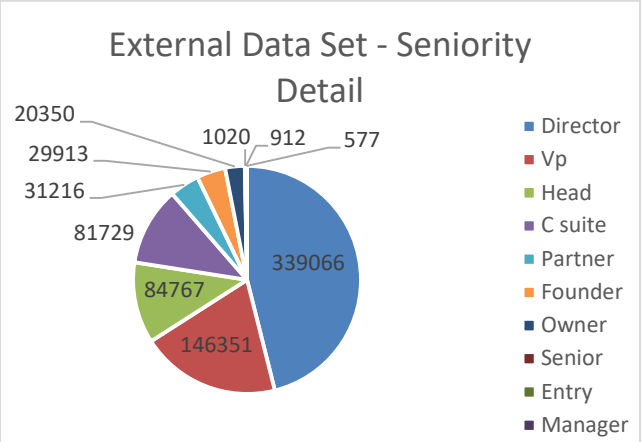


Figure 3: Pie chart showing the breakdown of job seniority level of the contacts in the external data set.

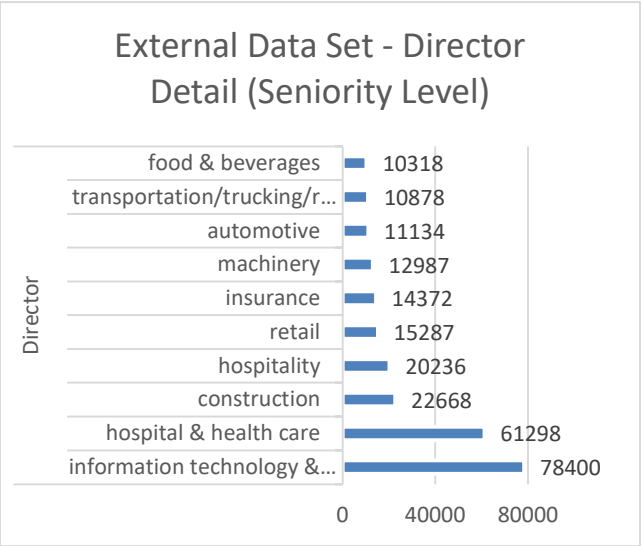


Figure 4: Bar chart showing the breakdown by industry of the contacts in the external data set with a job seniority level of Director.

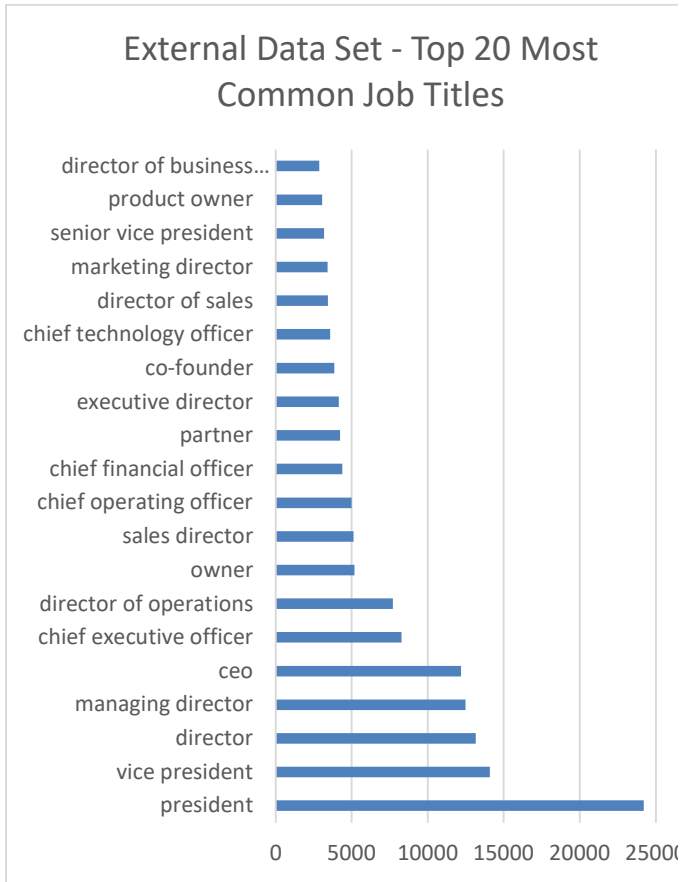


Figure 5: Bar chart of the top 20 most common job titles overall of the external data set.

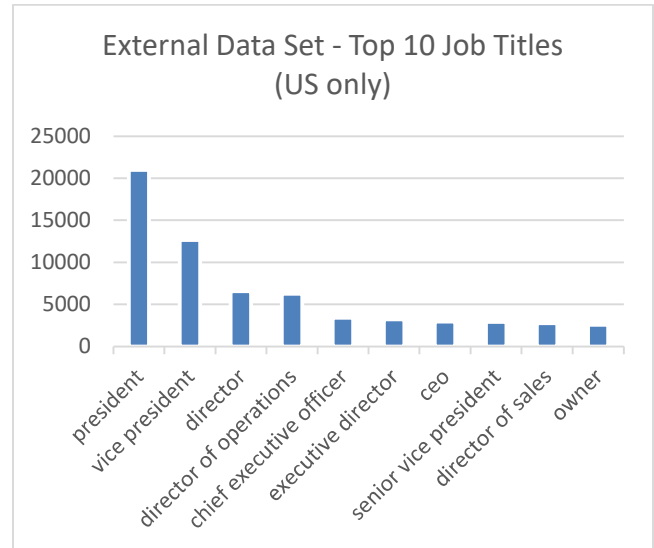


Figure 7: Bar chart of the top 10 most common job titles of the external data set.

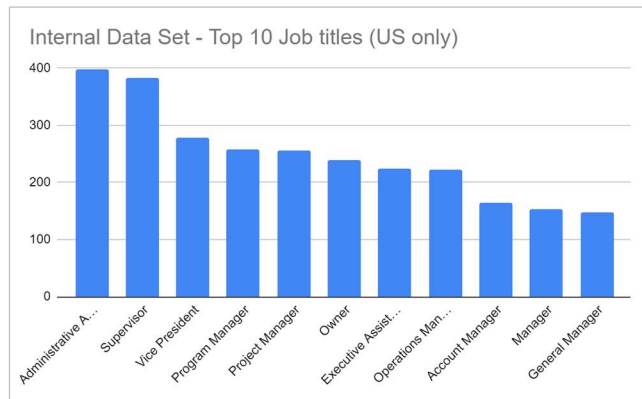


Figure 6: Bar chart of the top 10 most common job titles on the United States based contacts in the internal data set.

Appendix B: Tables

Table 1: Table of the top 20 most common job titles with their quantities listed by industry of the external data set. The top 3 industries are shown in the table.

	construction	hospital & health care	information technology & services	total
president	6291	838	2972	13470
director	1918	1951	2989	8146
ceo	637	566	5343	7782
vice president	3151	489	1323	7249
managing director	1367	421	3024	6841
chief executive officer	443	831	3142	5088
director of operations	836	1044	1199	3668
chief operating officer	261	482	1906	3023
partner	607	239	1448	2894
owner	1021	147	1130	2887
executive director	162	2164	380	2874
sales director	254	172	1767	2845
chief technology officer	35	174	2428	2814
co-founder	67	130	2461	2767
product owner	20	57	2141	2396
chief financial officer	388	449	1163	2334
director of business development	347	382	835	1772
marketing director	307	342	671	1585
senior vice president	228	134	280	1451
director of sales	145	108	578	1075
Grand Total	18485	11120	37180	82961

Table 2: Table of the top 20 most common job titles within the hospital & health care industry in the external data set.

Hospital & Health Care	Total
Executive Director	2164
Director	1951
Director of Nursing	1288
Director of Operations	1044
Medical Director	966
President	838
Chief Executive Officer	831
Program Director	739
Clinical Director	574
CEO	566
Vice President	489
Chief Operating Officer	482
Director of Rehabilitation	450
Chief Financial Officer	449
Managing Director	421
Director of Pharmacy	411
Director of Business Development	382
Director of Finance	382
Assistant Director	360
Director of Clinical Services	352
Grand Total	15139

Table 3: Table of the top 20 most common job titles within the information technology & services industry in the external data set.

Information Technology & Services	Total
CEO	5343
Chief Executive Officer	3142
Managing Director	3024
Director	2989
President	2972
Co-Founder	2461
Chief Technology Officer	2428
Product Owner	2141
Chief Operating Officer	1906
Sales Director	1767
CTO	1517
Partner	1448
Founder	1422
Vice President	1323
Founder & CEO	1296
Director of Operations	1199
Chief Financial Officer	1163
Head of Marketing	1140
Owner	1130
Managing Partner	1108
Grand Total	40919

Table 4: Table of the top 20 most common job titles within the construction industry in the external data set.

Construction	Total
President	6291
Vice President	3151
Director	1918
Managing Director	1367
Owner	1021
Director of Operations	836
Project Director	708
CEO	637
Partner	607
Associate Director	590
Chief Executive Officer	443
Directeur	391
Chief Financial Officer	388
Executive Vice President	388
Vice President Operations	385
VP	369
Director of Business Development	347
Commercial Director	318
Marketing Director	307
Operations Director	307
Grand Total	20769