

# GUIDE TO BIZO'S TARGETABLE SEGMENTS

The tables below reflect a comprehensive listing and definition of Bizo's business demographic audience segments\*. Clients use Bizo's audience data or Bizographics, which is broken up into the five demographic areas in this document, to support effective display campaigns, social media targeting and audience analytics. Bizo data contains non-personally identifiable information on over 120 million people sourced through its publisher partners.

To see the true value of display advertising, look at the results of research and case studies that measure display's results when a site visitor's overall behavior is measured. As you'll see, display greatly enhances the impact of all other forms of online marketing.

## Bizo Tracks These Five Bizographic Segments:

- **Company Size** - Large, Small, Fortune 500, etc...
- **Industry** - Agriculture, Construction, Pharmaceutical, etc...
- **Functional Area** - Finance accountants, board members, engineers, etc...
- **Seniority** -Board members, executives, mid-management, etc...
- **Professional Group** - High net worth professional, IT professional, small business professional, etc.

### Segment: **Company Size**

COMPANY SIZE	DEFINITION
<b>F500</b>	An annual list of the 500 largest industrial corporations in the U.S., published by Fortune magazine. The corporations are ranked based on such metrics as revenues, profits and market value.
<b>X-Large</b>	Companies with 5000+ Employees
<b>Large</b>	Companies with (1001 - 5000) Employees
<b>Medium-Large</b>	Companies with (501 - 1000) Employees
<b>Medium</b>	Companies with (101 - 500) Employees
<b>Small</b>	Companies with (21 - 100) Employees
<b>Micro</b>	Companies with (1 - 20) Employees

Segment: **Industry**

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>Agriculture</b>	Companies involved in the production or distribution of food, crops, forestry, animals and livestock. Includes people classified into any Agriculture sub segment.	Food manufacturers Agricultural distributors	<ul style="list-style-type: none"> <li>◦ Cargill</li> <li>◦ Monsanto Company</li> <li>◦ Dole Food</li> </ul>
<b>Agriculture:</b> Animals & Livestock	Companies who raise domesticated animals in an agricultural setting to produce commodities such as food, fiber and labor.	Dairy Farms Feedlots Poultry Hatcheries Animal Production	<ul style="list-style-type: none"> <li>◦ Foster Poultry Farms</li> <li>◦ Sanderson Farms</li> <li>◦ Michael Foods</li> </ul>
<b>Agriculture:</b> Crops	Companies that specialize in growing crops which are non-animal species or a variety that is grown to be harvested as food, livestock fodder, fuel or for any other economic purpose.	Wheat Farms Vegetable Farm Fruit Farms Cotton Farms	<ul style="list-style-type: none"> <li>◦ Dole Food</li> <li>◦ Chiquita Brands International</li> <li>◦ Cavendish Farms Operations</li> </ul>
<b>Agriculture:</b> Forestry	Companies that specialize in the art and science of managing forests, tree plantations, and related natural resources. The main goal of forestry is to create and implement systems that allow forests to continue a sustainable continuation of environmental supplies and services.	Pest Control Services Timber Tracts Rubber Plantations Gathering Services	<ul style="list-style-type: none"> <li>◦ Weyerhaeuser Co.</li> <li>◦ Potlatch Corporation</li> <li>◦ Deltic Timber Corp.</li> </ul>
<b>Business Services</b>	Companies that specialize in serving the business market.	Consulting firms Accounting firms PR agencies	<ul style="list-style-type: none"> <li>◦ Bain &amp; Company</li> <li>◦ Deloitte</li> </ul>
<b>Business Services</b> Accounting & Accounting Services	Companies that provide accounting and tax-related services to businesses.	Accounting firms Tax consulting firms	<ul style="list-style-type: none"> <li>◦ Ernst &amp; Young</li> <li>◦ KPMG</li> <li>◦ H&amp;R Block</li> </ul>
<b>Business Service</b> Advertising & Marketing	Companies and agencies that specialize in providing advertising, marketing and public relations services to businesses.	Advertising agencies Design firms Marketing agencies PR agencies	<ul style="list-style-type: none"> <li>◦ Digitas</li> <li>◦ Weber Shandwick Worldwide</li> <li>◦ Young &amp; Rubicam</li> </ul>
<b>Business Services</b> Commercial Printing	Companies that specialize in the design, prepress, printing and fulfillment of printed materials for businesses.	Printing & prepress companies	<ul style="list-style-type: none"> <li>◦ RR Donnelly</li> <li>◦ Quebecor World</li> </ul>
<b>Business Services</b> Graphic Design	Companies that specialize in "graphic design" which refers to disciplines that focus on visual communication and presentation.	Design Firms Agencies	<ul style="list-style-type: none"> <li>◦ Suncoast Graphics Factory</li> <li>◦ Lightsource Creative Services</li> <li>◦ Young Associates</li> </ul>
<b>Business Services</b> HR & Recruiting	Companies that provide products or services that assist in the hiring or recruiting of job candidates.	Executive search firms HR policy organizations	<ul style="list-style-type: none"> <li>◦ Spencer Stuart</li> <li>◦ HR Policy Association</li> </ul>

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<b>Business Services</b> Import Export	Companies involved in the international buying, selling, and distribution of goods.	Wholesalers Manufacturer Distributors	<ul style="list-style-type: none"> <li>◦ Nations Wholesale Co.</li> <li>◦ Asian Imports Directory</li> </ul>
<b>Business Services</b> Management Consulting	Companies that provide services to businesses in the areas of strategy, technology, performance etc...	Consulting firms	<ul style="list-style-type: none"> <li>◦ Accenture</li> <li>◦ McKinsey &amp; Company</li> </ul>
<b>Business Services</b> Waste Management	Companies specializing in the collection, transport, processing, recycling or disposal and monitoring of waste materials.	Landfill Recycling Sustainability Energy recovery Waste handling and transport companies	<ul style="list-style-type: none"> <li>◦ Waste Management</li> <li>◦ Republic Services</li> <li>◦ Covanta Holding Corp.</li> </ul>
<b>Construction</b>	Companies specializing in the construction or remodeling of commercial or residential projects.	Construction companies	<ul style="list-style-type: none"> <li>◦ Turner Construction</li> <li>◦ McCarthy Building Co.</li> </ul>
<b>Construction</b> Architecture	Companies that specialize in the design, planning, and engineering of commercial and residential projects.	Architecture and design firms	<ul style="list-style-type: none"> <li>◦ Gensler</li> <li>◦ William Rawn Assoc.</li> <li>◦ Perkins + Will</li> </ul>
<b>Construction</b> Commercial Building	Companies that specialize in the design, planning and construction of office buildings, warehouses or retail (i.e. convenience stores, 'big box' stores, shopping malls, etc.)	Construction Management Firms Project Management Firms Building Firms	<ul style="list-style-type: none"> <li>◦ McCarthy Building Co.</li> <li>◦ Zachry Holdings</li> <li>◦ DPR Construction</li> </ul>
<b>Construction</b> Residential Building	Companies specializing in building residential buildings and communities.	Residential Builders Poured Concrete Foundation & Structure Contractors	<ul style="list-style-type: none"> <li>◦ A Clark March-Westin Joint Venture</li> <li>◦ Hensel Phelps Construction</li> </ul>
<b>Construction</b> Contractors	Companies specializing in a wide range of construction contracting services.	Plumbers Fence Construction Fire Escape Installation Window Installation Gas Pump Installation	<ul style="list-style-type: none"> <li>◦ Ghi Holdings Inc.</li> <li>◦ Northeast Utilities</li> <li>◦ Emcor Group, Inc</li> </ul>
<b>Construction</b> Heavy Construction	Companies specializing in construction of large scale products such as tunnels, bridges, dams and skyscrapers.	Industrial Building Firms Land Preparation Firms Engineering Firms	<ul style="list-style-type: none"> <li>◦ Kbr Inc.</li> <li>◦ Jacobs Engineering Group Inc</li> <li>◦ McDermott Intl. Inc.</li> </ul>
<b>Consumer Services</b>	Companies that specialize in services aimed at consumers.	Auto care Hair care Laundry services	<ul style="list-style-type: none"> <li>◦ Supercuts</li> <li>◦ NAPA Auto Care</li> <li>◦ MegaWash</li> </ul>
<b>Consumer Services</b> Car Rental	Companies that specialize in car and truck rental services.	Passenger car Truck and Trailer Rental	<ul style="list-style-type: none"> <li>◦ Hertz Corp</li> <li>◦ Avis Corp</li> <li>◦ Ryder Inc.</li> </ul>

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<b>Consumer Services</b> Auto Repair	Companies that specialize in consumer car and truck repair services.	Paint Shops Body Shops Muffler Shops Tire Shops Engine and Transmission Repair Auto Dealers	<ul style="list-style-type: none"> <li>◦ Jim Ellis Volkswagen Inc.</li> <li>◦ Achievement Automotive Group</li> <li>◦ Body Works Collision Center</li> </ul>
<b>Consumer Services</b> Consumer Weight Health Management	Companies that specialize in providing consumer health and weight management services.	Health Clubs Physical Fitness Facilities Weight Reducing Clubs Spas	<ul style="list-style-type: none"> <li>◦ Spectrum Clubs, Santa Barbara</li> <li>◦ Be-Thin, Inc.</li> <li>◦ St. John Health Sys. Inc.</li> </ul>
<b>Consumer Services</b> Hair Salons	Companies that specialize in providing consumer hair and beauty services.	Beauty Shops Hair Salons Hair Stylists	<ul style="list-style-type: none"> <li>◦ Supercuts Inc.</li> <li>◦ M Constantino Inc.</li> <li>◦ Faces Enterprises Ltd</li> </ul>
<b>Consumer Services</b> Laundry Dry Cleaning	Companies that specialize in providing consumer clothing and textile cleaning services.	Power Laundries Garment Pressing Carpet Cleaners Dry Cleaners Laundry Mats	<ul style="list-style-type: none"> <li>◦ Stanley Steemer</li> <li>◦ International Aramark</li> <li>◦ Uniform &amp; Career</li> <li>◦ Cintas Corp.</li> </ul>
<b>Consumer Services</b> Non-Auto Repair	Companies that specialize in providing consumer shoe, boot and hat cleaning and repair services.	Shoe, boot and hat cleaners Shoe, boot and hat repairers	<ul style="list-style-type: none"> <li>◦ Footstar Corp.</li> <li>◦ NAFTA Shoes</li> <li>◦ Comfortfit Labs</li> </ul>
<b>Consumer Services</b> Veterinary	Companies that provide health services such as dental, diagnostic, therapeutic and other related services to non-humans.	Animal Hospitals Veterinarians	<ul style="list-style-type: none"> <li>◦ Pet Drx Corp.</li> <li>◦ VCA Antech Inc.</li> <li>◦ Rood, Riddle &amp; Partners</li> <li>◦ PSC</li> </ul>
<b>Culture</b>	Organizations focused on the fields of arts, music, sciences and other cultural areas.	Museums Arts organizations and societies	<ul style="list-style-type: none"> <li>◦ Brooklyn Museum</li> <li>◦ The Art Institute of Chicago</li> <li>◦ San Diego Zoo</li> </ul>
<b>Cultural</b> Libraries	Companies that provide repositories and access points for print, audio, and visual materials in numerous formats, including maps, prints, documents, microform (microfilm/microfiche), audio tapes, CDs, cassettes, videotapes, DVDs, video games, e-books, e-audiobooks and many other electronic resources.	Public Libraries Private Libraries	<ul style="list-style-type: none"> <li>◦ County of Dekalb</li> <li>◦ Queens Borough Public Library</li> <li>◦ Brooklyn Public Library</li> </ul>

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<b>Cultural</b> Museums and Art Galleries	A museum is a building or institution that houses and cares for a collection of artifacts and other objects of scientific, artistic, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary. Art Galleries house artistic items for public display and purchase.	Museums Art Galleries	<ul style="list-style-type: none"> <li>◦ Smithsonian Institution</li> <li>◦ Metropolitan Museum of Art</li> <li>◦ National Gallery of Art</li> </ul>
<b>Cultural</b> Performance Arts	Companies involved in the creation, management and delivery of performance arts which is generally a dramatic performer who is directly aware of and in communication with the audience.	Dance Studios Theatrical Producers Agents or Managers for entertainers Casting Bureaus Ballet Productions	<ul style="list-style-type: none"> <li>◦ Live Nation Entertainment Inc.</li> <li>◦ Gaylord Entertainment</li> <li>◦ Model Productions LLC.</li> </ul>
<b>Education</b>	Educational institutions or companies that specialize in products or services for learning and education.	Universities, secondary, elementary or primary schools Learning tool companies	<ul style="list-style-type: none"> <li>◦ University of California</li> <li>◦ The Princeton Review</li> </ul>
<b>Education</b> Colleges and Universities	Institutions of higher education and research, which grants academic degrees in a variety of subjects.	Universities Colleges Junior Colleges	<ul style="list-style-type: none"> <li>◦ University of Texas System</li> <li>◦ Lewis &amp; Clark College</li> <li>◦ University of Phoenix</li> <li>◦ Duke</li> </ul>
<b>Education</b> K12 Schools	An elementary school is an institution where children receive the first stage of compulsory education known as elementary or primary education. High Schools provide all or some of secondary education.	Academies Catholic Schools Public Schools Private Schools	<ul style="list-style-type: none"> <li>◦ Clark Co. School District</li> <li>◦ School Board of Palm Beach</li> <li>◦ Houston Independent School</li> </ul>
<b>Education</b> Professional, Technical, and Trade Schools	Students are taught the skills needed to perform a particular job.	Professional Schools	<ul style="list-style-type: none"> <li>◦ Management &amp; Training Corp.</li> <li>◦ Universal Technical Inst.</li> <li>◦ Vatterott Educational Centers</li> </ul>
<b>Energy, Utilities &amp; Waste</b>	Companies that specialize in the production or distribution of energy sources, utility and waste services.	Electricity providers Coal companies	<ul style="list-style-type: none"> <li>◦ ComEd</li> <li>◦ PG&amp;E</li> <li>◦ Waste Management</li> </ul>
<b>Energy, Utilities &amp; Waste</b> Energy	Companies that specialize in the production or distribution of energy sources.	Transmission Services Power Generation Services Gas and Natural Gas providers Electric, Fossil Fuels, Pipelines and brokers	<ul style="list-style-type: none"> <li>◦ Exelon Corp.</li> <li>◦ Nextera Energy Inc.</li> <li>◦ NRG Energy Inc.</li> </ul>

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<b>Energy, Utilities &amp; Waste</b> Utilities	Organization that maintain the infrastructure for a public service.	Public Utilities	<ul style="list-style-type: none"> <li>◦ Consolidated Edison Inc.</li> <li>◦ Wisconsin Electric Power Co.</li> <li>◦ Detroit Edison Co</li> </ul>
<b>Energy, Utilities &amp; Waste</b> Waste	Organization that maintain the infrastructure and provider services for waste management.	Sewage Systems Waste Systems Dumps and landfills Medical waste Sanitary services	<ul style="list-style-type: none"> <li>◦ Waste Management Inc.</li> <li>◦ Covanta Holding Corp.</li> <li>◦ Waste Connections Inc.</li> </ul>
<b>Finance</b>	Companies involved in saving and investing money to support public, business and personal finance. This segment also includes organizations in the Bizo Finance sub segments.	Bank Holding Companies Investment Holding Companies, Trust and Trust Related Companies, Music Royalties, Real Estate Investment Trusts, Venture Capital Firms	<ul style="list-style-type: none"> <li>◦ Bessmer Ventures</li> <li>◦ Mellon Financial Corp.</li> <li>◦ Equity Residential</li> </ul>
<b>Finance</b> Banking	Organizations in the field of banking which is the business of receiving money on current or deposit account, paying and collecting checks drawn by or paid in by customers and making loans to customers etc.	Federal Reserve Banks Commercial Banks Credit Unions Savings Institutions Fund Clearing Houses Electronic Fund Transfer Networks Home Loan and Mortgage Corporations Auto Finance & Leasing,	<ul style="list-style-type: none"> <li>◦ Bank of America</li> <li>◦ National First Credit Union</li> <li>◦ Visa</li> <li>◦ Electronic Merchant Systems</li> <li>◦ Ford Motor Credit Corp.</li> <li>◦ American Express</li> </ul>
<b>Finance</b> Investment Banking	An investment bank is a financial institution that assists corporations and governments in raising capital by underwriting and acting as the agent in the issuance of securities. An investment bank also assists companies involved in mergers and acquisitions, derivatives, etc. Further it provides ancillary services such as market making and the trading of derivatives, fixed income instruments, foreign exchange, commodity, and equity securities.	Security brokers and dealers, Investment Banks, Commodity Brokers, Stock Brokers, Bond Dealers and Brokers, Security and Commodity Trading Houses, Stock Exchanges	<ul style="list-style-type: none"> <li>◦ Sun Guard Portfolio Solutions</li> <li>◦ JPMorgan</li> <li>◦ Chase Investment Bank</li> <li>◦ NYSE</li> <li>◦ Charles Schwab</li> </ul>

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<b>Finance</b> Portfolio Management & Financial Advisors	Organizations that provide investment advise to individuals, businesses and governments. This can include pension planning, and/or advice on life insurance and other insurances such as income protection insurance, critical illness insurance etc., and/or advice on mortgages.	Advisory Groups Investment Houses Financial Institutions	<ul style="list-style-type: none"> <li>◦ Merrill Lynch</li> <li>◦ Fidelity Group</li> <li>◦ T. Rowe Price Group, Inc.</li> </ul>
<b>Finance</b> Venture Capital & Private Equity	Organizations which offer seed funding to early stages of highly promising business.	Venture Capital Firms	<ul style="list-style-type: none"> <li>◦ Kleiner Perkins Caufield &amp; Byers</li> <li>◦ Intel Capital</li> </ul>
<b>Government</b>	Organizations or agencies involved in government activities.	Local and national government agencies	<ul style="list-style-type: none"> <li>◦ City of New York</li> <li>◦ National Institute for Literacy</li> </ul>
<b>Government</b> Federal	Agencies of the Federal Government.	Government Offices Presidents Office Executive Agencies	<ul style="list-style-type: none"> <li>◦ Office of Government Ethics</li> <li>◦ Office of Science &amp; Technology</li> <li>◦ Executive Office of the United States of America</li> </ul>
<b>Government</b> Public Safety	Government agencies involved in ensuring public safety.	Police Highway Patrol Legal Services Prosecutors Offices Correctional Facilities Fire Departments	<ul style="list-style-type: none"> <li>◦ County of Los Angeles</li> <li>◦ Department of Corrections</li> <li>◦ Federal Prison Industries</li> </ul>
<b>Government</b> State and Province	State level offices that administer public services of taxation, health, education, manpower, waste management, wild life preservation, housing and transportation programs.	Administration offices	<ul style="list-style-type: none"> <li>◦ Attorney General of Missouri</li> <li>◦ State Judiciary Courts</li> <li>◦ Texas Youth Commission</li> </ul>
<b>Government</b> Towns, Cities and Municipalities	Offices concerning administration and governance of towns, cities and municipalities.	Administration offices	<ul style="list-style-type: none"> <li>◦ Harford County Board of Education</li> <li>◦ City of Lakeland</li> <li>◦ Town of Easton</li> </ul>
<b>Healthcare</b>	Companies or organizations that create, manufacturer, or deliver healthcare-related products or services.	Medical Laboratories Blood Analysis Laboratories Hospitals Clinics	<ul style="list-style-type: none"> <li>◦ Tenet Healthcare Corp.</li> <li>◦ Quest Diagnostics Inc.</li> <li>◦ Laboratory Corp of America</li> </ul>

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<b>Healthcare</b> Hospitals and Clinics	Private or public health facilities devoted to the care of outpatients and inpatients.	Kidney Dialysis Offices Substance Abuse Clinics Alcohol Abuse Clinics Blood Banks Health Clinics Hospitals	<ul style="list-style-type: none"> <li>◦ Permanente Medical Group</li> <li>◦ Universal Health Services</li> <li>◦ Select Medical Corp.</li> </ul>
<b>Healthcare</b> Medical Offices	Offices of doctors providing a wide range of health services.	Doctors Offices Surgical Centers Psychiatrists Offices Orthopedic Doctors Eye Doctors	<ul style="list-style-type: none"> <li>◦ Tenet Healthcare Corp.</li> <li>◦ Molina Healthcare</li> <li>◦ Umass Memorial Health Care</li> </ul>
<b>Healthcare</b> Pharmaceuticals	Companies that specialize in the research, development, production, and distribution of pharmaceutical drugs.	Pharmaceutical companies Biotech companies	<ul style="list-style-type: none"> <li>◦ Pfizer</li> <li>◦ Merck &amp; Co</li> <li>◦ Affymetrix</li> <li>◦ Roche Group</li> </ul>
<b>Hospitality &amp; Hotels</b>	Companies that provide products and services related to dining and lodging.	Hotels Motels Resorts	<ul style="list-style-type: none"> <li>◦ Fairmont Resort Hotels</li> <li>◦ La Quinta Inns &amp; Suites</li> </ul>
<b>Hospitality &amp; Hotels</b> Lodging & Resorts	Companies that provide products and services related to lodging.	Hotels Motor Inns Campgrounds Vacation Lodges Ski Lodges Inns Bed and Breakfasts	<ul style="list-style-type: none"> <li>◦ Marriott International</li> <li>◦ Harrah's Entertainment Inc.</li> <li>◦ MGM Resorts Intl.</li> </ul>
<b>Hospitality &amp; Hotels</b> Restaurants	Companies that provide products and services related to dining.	Restaurants Pizza Places Ice Cream Shops Diners Oyster Bars and Sushi Bars Wine Bars Cafés	<ul style="list-style-type: none"> <li>◦ McDonald's</li> <li>◦ Starbucks</li> <li>◦ Wendy's</li> <li>◦ Arby's Restaurants</li> </ul>
<b>Insurance</b>	Companies that provide insurance products and services.	Life insurance Car insurance Property insurance	<ul style="list-style-type: none"> <li>◦ State Farm Insurance</li> <li>◦ GEICO</li> </ul>
<b>Insurance</b> Accident and Health	Companies that provide accidental and health insurance products and services.	Accident Insurance Disability Insurance Sick Benefits Associations Health Insurance Dental Insurance	<ul style="list-style-type: none"> <li>◦ Aetna</li> <li>◦ AFLAC</li> <li>◦ Pacificare Health</li> </ul>
<b>Insurance</b> Property and Casualty	Companies that provide property and casualty insurance products and services.	Fire Insurance Agricultural Insurance Auto Insurance Marine Insurance	<ul style="list-style-type: none"> <li>◦ Berkshire Hathaway</li> <li>◦ AIG</li> <li>◦ Allstate Corp</li> </ul>



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<b>Legal</b>	Companies that provide legal products or services.	Law firms Legal consultants Patent agents	<ul style="list-style-type: none"> <li>◦ Baker &amp; McKenzie</li> <li>◦ RJH Consulting</li> </ul>
<b>Manufacturing</b>	Companies that specialize in the manufacturing or distribution of goods.	Automobile Companies Food and beverage companies Hardware companies	<ul style="list-style-type: none"> <li>◦ Honda of America Manufacturing</li> <li>◦ Western Digital Corp</li> <li>◦ Apple</li> <li>◦ Hansen Natural Corp.</li> </ul>
<b>Manufacturing</b> Aerospace & Defense	Companies that specialize in the manufacturing or distribution of aerospace and defense related products.	Aircraft Helicopters Engines Heaters Rocket Motors Propellers Pumps Oxygen Systems	<ul style="list-style-type: none"> <li>◦ Boeing</li> <li>◦ United Technologies Corp</li> <li>◦ Lockheed Martin</li> </ul>
<b>Manufacturing</b> Automobiles	Companies that specialize in the manufacturing or distribution of automobiles.	Auto Bodies Engines Camshafts Air Intake Systems Glass	<ul style="list-style-type: none"> <li>◦ Harley-Davidson</li> <li>◦ K &amp; N Engineering</li> <li>◦ Performance Machine</li> </ul>
<b>Manufacturing</b> Building Material	Companies that specialize in the manufacturing of stone, tile, concrete and glass products.	Glass, Bricks, Concrete, Tile and Ceramics, Plastics, Heaters, Structural Products, Partitions, Sewer Components, Conduit, Chimney Products, Doors, Flooring, Toilets, Sinks, Bowls and Bathtubs	<ul style="list-style-type: none"> <li>◦ Pilkington North America</li> <li>◦ Owens-Illinois Inc.</li> <li>◦ Owens Corning</li> </ul>
<b>Manufacturing</b> Boats and Marine	Companies that specialize in the manufacturing or distribution of boats and marine vehicles.	Shipbuilders and Cargo Ship Repairs Barge Building and Repair Sailing Vessels Power Boats Ferry Boats Dry Docks Jet Skis	<ul style="list-style-type: none"> <li>◦ General Dynamics Corp.</li> <li>◦ Vision Technologies Systems</li> <li>◦ Minstar Inc.</li> </ul>
<b>Manufacturing</b> Chemicals and Gases	Companies that specialize in the manufacturing of chemicals and gases and related products.	Chlorine, Alkaline, Argon and Nitrogen, Titanium Dioxide Calcium Metal Phosphorous Gases Perfumes Cosmetics	<ul style="list-style-type: none"> <li>◦ Exxon Mobil</li> <li>◦ Dow Chemical</li> <li>◦ Abbott Laboratories</li> </ul>

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<b>Manufacturing</b> Computer Equipment	Companies that specialize in the manufacturing of computer storage devices, computers, peripherals and terminals.	Computers Disk drives and tape drives Monitors Printers and scanners I/O Equipment	<ul style="list-style-type: none"> <li>◦ Hewlett-Packard Co.</li> <li>◦ Dell</li> <li>◦ Apple</li> </ul>
<b>Manufacturing</b> Consumer Goods	Companies that specialize in the manufacturing of consumer household goods.	Cooking equipment Laundry equipment Appliances Lamps Outlets and electrical parts Lighting and lighting equipment	<ul style="list-style-type: none"> <li>◦ Whirlpool</li> <li>◦ Electrolux North America</li> </ul>
<b>Manufacturing</b> Electronics	Companies that specialize in the manufacturing of electronics and related components.	Telephones Radio and television Circuit Boards Semiconductors Capacitors Coils and resistors	<ul style="list-style-type: none"> <li>◦ Intel Corp</li> <li>◦ Motorola</li> <li>◦ L-3 Communications Holdings</li> </ul>
<b>Manufacturing</b> Food and Beverage	Companies that specialize in the manufacturing of food products.	Meat and poultry Cookies and crackers Rice Fruit Butter and ice cream	<ul style="list-style-type: none"> <li>◦ Archer Daniels Midland</li> <li>◦ PepsiCo</li> <li>◦ Kraft Foods</li> <li>◦ Coca-Cola Co</li> </ul>
<b>Manufacturing</b> Furniture	Companies that specialize in the manufacturing of residential and office furniture, and fixtures.	Wood Furniture Metal Furniture Draperies Fixtures Office Furniture	<ul style="list-style-type: none"> <li>◦ Johnson Controls</li> <li>◦ Steelcase</li> <li>◦ Haworth Intl. Ltd.</li> </ul>
<b>Manufacturing</b> Machinery	Companies that specialize in the manufacturing of machinery non electrical.	Engines Turbines Farm equipment Construction equipment Mining equipment Conveyors and hoists	<ul style="list-style-type: none"> <li>◦ Caterpillar</li> <li>◦ Deere &amp; Co</li> <li>◦ Baker Hughes Inc.</li> </ul>
<b>Manufacturing</b> Metals & Mining	Companies involved in processing raw materials and fabrication of final metal products not including machinery and transportation equipment.	Blast furnaces and steel mills Chemical recovery Ovens, bars and pipes Plates, wheels and castings	<ul style="list-style-type: none"> <li>◦ Nucor Corp.</li> <li>◦ United States Steel</li> <li>◦ Commercial Metals</li> </ul>
<b>Manufacturing</b> Plastics, Synthetics, and Rubber	Companies that specialize in the manufacturing of plastics, synthetics and rubber products.	Tires Rubber Gaskets Plastics	<ul style="list-style-type: none"> <li>◦ Goodyear Tire &amp; Rubber</li> <li>◦ Nike</li> <li>◦ Illinois Tool Works</li> </ul>

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<b>Manufacturing</b> Semiconductors	Companies that specialize in the manufacturing of semiconductors.	Semiconductors	<ul style="list-style-type: none"> <li>◦ Micron Technology</li> <li>◦ Broadcom Corp.</li> <li>◦ Freescale Semiconductor</li> </ul>
<b>Manufacturing</b> Textiles and Apparel	Companies that specialize in the manufacturing of textile and apparel products.	Cotton, silk, wool and lace Carpets Yarn Fabrics	<ul style="list-style-type: none"> <li>◦ Mohawk Industries</li> <li>◦ Hanes Brands</li> <li>◦ Albany International Corp.</li> </ul>
<b>Manufacturing</b> Tobacco Products	Companies that specialize in the manufacturing tobacco products.	Cigarettes, cigars, chewing tobacco and smoking tobacco	<ul style="list-style-type: none"> <li>◦ Philip Morris Intl.</li> <li>◦ Altria Group Inc.</li> <li>◦ Reynolds American</li> </ul>
<b>Manufacturing</b> Wood and Paper Products	Companies that specialize in the manufacturing of wood products.	Logging Saw Mills Mill Work Wood Products Prefab Wood Products	<ul style="list-style-type: none"> <li>◦ Masco Corp</li> <li>◦ Universal Forest Products</li> <li>◦ Roseburg Forest Products</li> </ul>
<b>Media &amp; Internet</b>	Companies involved with the production or distribution of media including radio, TV, film, publishing, and online content.	Film and television companies Publishing companies Online news sites	<ul style="list-style-type: none"> <li>◦ AOL</li> <li>◦ CBS Interactive</li> </ul>
<b>Media &amp; Internet</b> Media Broadcasting	Companies involved radio and TV broadcasting.	Radio broadcast stations TV broadcast stations	<ul style="list-style-type: none"> <li>◦ Disney ABC</li> <li>◦ CBS Corp.</li> <li>◦ Univision Communications</li> </ul>
<b>Media &amp; Internet</b> Media Movie & Video	Companies involved with the production or distribution of movies and video.	Motion Picture Production Theaters Rental Distribution	<ul style="list-style-type: none"> <li>◦ News Corp</li> <li>◦ Blockbuster</li> <li>◦ AMC Entertainment</li> </ul>
<b>Media &amp; Internet</b> Media Music	Companies involved radio and TV broadcasting.	Record Labels Recording Studios Music Producers	<ul style="list-style-type: none"> <li>◦ Sony Network Entertainment</li> <li>◦ Word Entertainment</li> <li>◦ Time Warner</li> </ul>
<b>Media &amp; Internet</b> Newspapers & News Services	Companies involved in the creation and distribution of news and news services.	Syndicates Correspondents Pictures Press Reporting Services	<ul style="list-style-type: none"> <li>◦ Associated Press</li> <li>◦ Thomson Reuters</li> <li>◦ Newsday</li> </ul>
<b>Media &amp; Internet</b> Publishing	Companies involved in the creation and distribution of newspapers, books and periodicals.	Newspapers Periodicals Books Printing Publishing	<ul style="list-style-type: none"> <li>◦ Gannett</li> <li>◦ Tribune Company</li> <li>◦ Washington Post</li> </ul>
<b>Media &amp; Internet</b> Search Engines & Internet Portals	Companies involved in the business of internet search engines and portals	News services Search engines Directories	<ul style="list-style-type: none"> <li>◦ Yahoo</li> <li>◦ Google</li> <li>◦ MSN</li> </ul>

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>Non-Profit</b>	Organizations that focus on educational or charitable causes.	Educational organizations Relief organizations	<ul style="list-style-type: none"> <li>◦ American Institute of Philanthropy</li> <li>◦ American Red Cross</li> </ul>
<b>Non-Profit</b> Religious Orgs	Organizations involved in the religious practice and education.	Church Monastery Synagogue Temple Mosque Religious Organizations Religious Instruction	<ul style="list-style-type: none"> <li>◦ Sisters of Charity</li> <li>◦ Joint Retirement</li> <li>◦ Convent Christian Broadcasting Network</li> </ul>
<b>Real Estate</b>	Companies that focus on the buying, selling, leasing, or renting of commercial and/or residential properties.	Commercial real estate Residential real estate	<ul style="list-style-type: none"> <li>◦ Tishman Speyer Properties</li> <li>◦ Beacon Capital Partners</li> </ul>
<b>Real Estate</b> Commercial	Companies that own and operate commercial buildings.	Building Operators, Shopping Center Operators Building Owners Shopping Centers Theaters	<ul style="list-style-type: none"> <li>◦ Icahn Enterprises Holdings</li> <li>◦ Jones Lang Lasalle</li> <li>◦ Nisource Development</li> </ul>
<b>Real Estate</b> Residential	Companies that own and operate residential buildings and facilities.	Apartments Single Family Homes Mobile Homes	<ul style="list-style-type: none"> <li>◦ Pacific Retirement Services</li> <li>◦ Winter Garden Preservation, LP</li> <li>◦ Northampton Partners</li> </ul>
<b>Resource Extraction</b>	Companies involved in metal, coal, gas and mineral extraction and mining including related Bizo sub-segments.	Metal Mining Coal Mining Oil and Gas Extraction Mining and Quarrying	<ul style="list-style-type: none"> <li>◦ Vulcan Materials Co.</li> <li>◦ Martin Marietta Materials</li> <li>◦ FML Holdings</li> </ul>
<b>Resource Extraction</b> Metals and Mining	Companies that specialize in the metal and coal mining.	Iron Coal Silver Gold & other mining	<ul style="list-style-type: none"> <li>◦ Freeport-Mcmoran Copper &amp; Gold</li> <li>◦ Newmont Mining</li> <li>◦ Southern Copper</li> </ul>
<b>Resource Extraction</b> Oil and Gas	Companies that specialize in oil and gas extraction.	Oil & Gas Extraction	<ul style="list-style-type: none"> <li>◦ Hess</li> <li>◦ Tesoro</li> <li>◦ Occidental Petroleum</li> </ul>
<b>Retail</b>	Companies that specialize in the design, selling and/or distribution of consumer goods.	Clothing retailers Home furnishing Electronics retailers	<ul style="list-style-type: none"> <li>◦ Gap, Inc.</li> <li>◦ Target</li> <li>◦ Best Buy</li> </ul>
<b>Retail</b> Apparel and Fashion	Companies that sell apparel items.	Men's clothing Women's clothing Children's clothing Shoes and accessories	<ul style="list-style-type: none"> <li>◦ TJX Company</li> <li>◦ Nordstrom</li> <li>◦ Ross Stores</li> </ul>
<b>Retail</b> Consumer Electronics	Companies that sell consumer electronics.	Computers TV's Stereo Systems	<ul style="list-style-type: none"> <li>◦ Best Buy</li> <li>◦ RadioShack</li> <li>◦ Newegg</li> </ul>

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>Retail</b> Dept Stores & Super Stores	Companies that own and operate department stores.	Department Stores Variety Stores Super Stores Club Warehouses	<ul style="list-style-type: none"> <li>◦ Wal-Mart Stores</li> <li>◦ Costco Wholesale</li> <li>◦ Sears Holdings</li> </ul>
<b>Retail</b> Drug Stores & Pharmacies	Companies that own and operate drug stores and pharmacies	Drug Stores Pharmacies	<ul style="list-style-type: none"> <li>◦ CVS Caremark</li> <li>◦ Walgreens</li> <li>◦ Rite Aid</li> </ul>
<b>Retail</b> eCommerce	Companies that own and operate retail outlets whose primary revenues are derived through the Internet.	Auction Sites Shopping Sites	<ul style="list-style-type: none"> <li>◦ eBay</li> <li>◦ Vortal Group</li> <li>◦ Amazon</li> </ul>
<b>Retail</b> Furniture	Companies that sell furniture.	Furniture Drapes Floor Coverings	<ul style="list-style-type: none"> <li>◦ Pier 1 Imports</li> <li>◦ Cost Plus</li> <li>◦ Haverty Furniture Co</li> </ul>
<b>Retail</b> Gas Stations & Convenience	Companies that own and operate gasoline stations.	Gas Stations Service Convenience Stores	<ul style="list-style-type: none"> <li>◦ Travelcenters of America</li> <li>◦ CFJ Properties</li> <li>◦ Susser Holdings Corp</li> </ul>
<b>Retail</b> Grocery	Companies that own and operate retail food stores.	Grocery Stores Meat and Fish Markets Bakeries Candy Stores	<ul style="list-style-type: none"> <li>◦ Kroger Co</li> <li>◦ Safeway</li> <li>◦ SUPERVALUE</li> </ul>
<b>Retail</b> Home Improvement & Hardware	Companies that sell home improvement items.	Lumbar Yards Wallpaper Glass Hardware Lawn & Garden	<ul style="list-style-type: none"> <li>◦ Home Depot</li> <li>◦ Lowe's</li> <li>◦ Ace Hardware</li> </ul>
<b>Retail</b> Jewelry	Companies that sell jewelry.	Jewelry Clocks Watches	<ul style="list-style-type: none"> <li>◦ Tiffany &amp; Co</li> <li>◦ Zale Corp</li> <li>◦ Finlay Enterprises</li> </ul>
<b>Retail</b> Motor Vehicles	Companies that sell and service motorized vehicles.	New and Used Auto Dealers Boat Dealers Motorcycle Dealers RV Dealers	<ul style="list-style-type: none"> <li>◦ AutoNation</li> <li>◦ Sonic Automotive</li> <li>◦ Group 1 Automotive</li> </ul>
<b>Retail</b> Office Products	Companies that sell office products and supplies.	Stationary, pens & paper File Cabinets Envelopes	<ul style="list-style-type: none"> <li>◦ Office Depot</li> <li>◦ Staples</li> <li>◦ Office Max</li> </ul>
<b>Retail</b> Pet Products	Companies that sell pets and pet related products.	Pet Supplies Fish Birds Dogs	<ul style="list-style-type: none"> <li>◦ Central Garden &amp; Pet Co.</li> <li>◦ Pet Stuff</li> <li>◦ Phillips Feed Service</li> </ul>
<b>Software</b>	Companies specializing in the design and development of software technology.	Desktop software companies Software-as-a-Service companies	<ul style="list-style-type: none"> <li>◦ Microsoft</li> <li>◦ Intuit</li> <li>◦ Adobe</li> </ul>

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>SRG</b> Recreation	Companies that operate amusement facilities and services.	Amusement Parks and arcades Amusement Parks	<ul style="list-style-type: none"> <li>◦ Six Flags Entertainment</li> <li>◦ Universal City Development</li> <li>◦ Dollywood</li> </ul>
<b>SRG</b> Sports	Companies that own and operate sports related clubs and facilities.	Theme Parks Bowling Centers and Ice Rinks Sports Clubs Motor Car Racing Tracks Drag Strips Horse Racing Golf Courses Gun Clubs	<ul style="list-style-type: none"> <li>◦ Madison Square Garden</li> <li>◦ Speedway Motorsports</li> <li>◦ Dover Downs Gaming &amp; Entertainment</li> </ul>
<b>Telecommunications</b>	Companies involved in the design or manufacturing of telecommunications equipment or companies that provide telecommunications services.	Wireless equipment manufacturer Phone service providers	<ul style="list-style-type: none"> <li>◦ Cisco Systems</li> <li>◦ AT&amp;T</li> <li>◦ Verizon</li> </ul>
<b>Telecom</b> Cable and Satellite	Companies who own and operate cable and satellite networks and related services having to do with television programming.	Cable and Pay TV Direct Broadcast Services Subscription Television Services	<ul style="list-style-type: none"> <li>◦ Comcast Corp</li> <li>◦ Directv</li> <li>◦ Viacom Inc.</li> </ul>
<b>Telecom</b> ISPs	Companies who provide internet related services generally having to do with network connectivity.	Online Services Providers Internet Hosting Services Internet Access Providers	<ul style="list-style-type: none"> <li>◦ IDT Corp</li> <li>◦ United Online Inc.</li> <li>◦ EarthLink</li> </ul>
<b>Telecom</b> Telephony & Wireless	Companies who provide land and wireless telecommunication services.	Cellular Services Paging Services Telephone Services Local and Long Distance	<ul style="list-style-type: none"> <li>◦ AT&amp;T</li> <li>◦ Verizon</li> <li>◦ Sprint Nextel</li> </ul>
<b>Transportation &amp; Travel</b>	Companies that provide transportation services, vehicles or infrastructure.	Trucking companies Public transportation organizations Bus services	<ul style="list-style-type: none"> <li>◦ Allied Van Lines</li> <li>◦ Metropolitan Transit Authority</li> </ul>
<b>Transportation</b> Aviation and Aerospace	Companies that provide air transportation and related services.	Air Transportation Air Courier Services Airports Flying Fields	<ul style="list-style-type: none"> <li>◦ United Airlines</li> <li>◦ Federal Express</li> <li>◦ American Airlines</li> </ul>

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>Transportation</b> Marine Shipping	Companies that provide marine transportation and related services.	Marine Cargo Handling Water Passenger Transportation Docks and Piers Tugboat Services Ship Dismantling	<ul style="list-style-type: none"> <li>◦ Brownsville Navigation District</li> <li>◦ Gulf Stream Marine</li> <li>◦ P&amp;O Ports of Texas</li> </ul>
<b>Transportation</b> Transit and Passenger (non-aviation)	Companies that provide non-aviation and marine transportation and related services.	Local and Suburban Transit Bus Transportation Passenger Rail Transportation Subway Taxi Service	<ul style="list-style-type: none"> <li>◦ Coach USA</li> <li>◦ Central NY Regional Transportation</li> <li>◦ Blue Light Cab</li> </ul>
<b>Transportation</b> Travel Agencies and Reservation Services	Companies that provide travel and shipping reservation and scheduling services.	Flight Reservation Services Travel Agents Freight Forwarding Services Rail Freight Agencies	<ul style="list-style-type: none"> <li>◦ Cargo Agents</li> <li>◦ Phoenix International</li> <li>◦ American Airlines</li> </ul>
<b>Transportation</b> Trucking and Logistics	Companies that provide services related to trucking and logistics.	Packing and crating Toll Operations Inspection Services Weighing Services Transportation Services	<ul style="list-style-type: none"> <li>◦ NY Transportation Authority</li> </ul>
<b>Transportation</b> Warehousing Transportation/Travel	Companies that specialize in storage of specific goods as needed in the process of transportation.	Farm Product Storage General Warehousing and Storage Automobile Storage Special Goods Transitional Storage Facilities Refrigerated Warehousing	<ul style="list-style-type: none"> <li>◦ Faro Logistics Solutions</li> <li>◦ Cotter Merchandise Storage Company</li> <li>◦ A&amp;A Machinery Moving Services</li> </ul>
<b>Wholesalers</b>	Companies that sell goods or merchandise to retailers, to industrial, commercial, institutional, or other professional business users.	See definitions below for durable and non-durable	See companies below for durable and non-durable
<b>Wholesalers</b> Durable	Wholesalers of durable goods that yield utility over time rather than being completely consumed in one use.	Brokers and Auctions for Autos, Motorcycles, Trucks, Tires, Parts and Used Engines Suppliers of Furniture, Building Materials, Stone Glass Products, Cameras and Computers	<ul style="list-style-type: none"> <li>◦ Amada America</li> <li>◦ Applied Industrial Tech</li> <li>◦ ARBO Box Inc.</li> </ul>

INDUSTRY	DEFINITION	SAMPLE COMPANY TYPES OR PRODUCTS INCLUDE:	SAMPLE COMPANIES
<b>Wholesalers</b> Non-Durable	Wholesalers of goods that are immediately consumed in one use or goods that have a limited lifespan.	Paper Products Boxes Toilet Articles Drugs Gloves Clothing Food and Animals	<ul style="list-style-type: none"> <li>◦ American Yeast Sales</li> <li>◦ Blossom Valley Foods</li> <li>◦ Fleming Company</li> </ul>

## Segment: **Functional Area**

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Board Members</b>	People who reside on an organization's board of directors	<ul style="list-style-type: none"> <li>◦ Chairman, Board Secretary</li> <li>◦ Treasurer of the Board</li> <li>◦ Vice Chairman &amp; Trustees</li> </ul>
<b>C-Suite</b>	Senior executives such as CEO, COO, CTO, CMO, CIO, etc.	<ul style="list-style-type: none"> <li>◦ Chief Marketing Officer</li> <li>◦ Chief Strategy Officer</li> <li>◦ Chief Operating Officer</li> <li>◦ Chief Executive Officer</li> </ul>
<b>Consultants</b>	People who provide professional or expert advice in a particular area of expertise.	<ul style="list-style-type: none"> <li>◦ Contractor IT Compliance</li> <li>◦ Meeting Consultant</li> <li>◦ Marketing Consultant</li> <li>◦ Design Consultant</li> <li>◦ Tax Consultant</li> <li>◦ Data Security Consultant</li> </ul>
<b>Education</b>	People involved in the field of Education and the Bizo Education sub-segments.	<ul style="list-style-type: none"> <li>◦ First Grade Teacher</li> <li>◦ Vice Chancellor</li> <li>◦ Community Training Officer</li> <li>◦ Assistant Professor Physical Education</li> <li>◦ Graduate Student</li> <li>◦ Secondary Spanish Teacher</li> <li>◦ Director Learning &amp; Development</li> </ul>
<b>Education</b> Student	People who attend an educational institution.	<ul style="list-style-type: none"> <li>◦ Student</li> <li>◦ Basketball Player / Student</li> <li>◦ Audit Trainee</li> <li>◦ Graduate Student</li> <li>◦ Student Athlete</li> <li>◦ Assistant Intern</li> <li>◦ Design Master Student</li> </ul>
<b>Education</b> Professor	A person who is a teacher of high rank.	<ul style="list-style-type: none"> <li>◦ Senior Fellow/Adjunct Professor</li> <li>◦ College Professor</li> <li>◦ Assistant Professor</li> <li>◦ Professor Biochemistry</li> <li>◦ Professor Philosophy</li> </ul>



FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Education</b> Management	People involved in management of people, curriculums, registration, financial aid and other aspects of education delivery.	<ul style="list-style-type: none"> <li>◦ Training Manager</li> <li>◦ College Counselor</li> <li>◦ Athletic Academic Advisor</li> <li>◦ School Administrator</li> <li>◦ Vice Chancellor</li> </ul>
<b>Engineering/ Technical</b>	People in the discipline, art and profession of acquiring and applying scientific, mathematical, economic, social, and practical knowledge to design and creation of structures, processes, technologies, devices and materials.	<ul style="list-style-type: none"> <li>◦ Senior Field Support Engineer</li> <li>◦ Petroleum Engineer</li> <li>◦ Senior Scientist/PhD Chemical Engineer</li> <li>◦ Fire Engineer</li> <li>◦ Design Verification Engineer</li> </ul>
<b>Engineering</b> Chemical	People involved in conversion of basic raw materials into a variety of products, and who deals with the design and operation of plants and equipment to perform such work.	<ul style="list-style-type: none"> <li>◦ Senior Chemical Engineer</li> <li>◦ Chemical Engineer</li> <li>◦ Senior Research and Development</li> <li>◦ Engineer Chemical and Project</li> <li>◦ Chemical Engineer</li> </ul>
<b>Engineering</b> Civil	A person involved in engineering related to public works and military projects.	<ul style="list-style-type: none"> <li>◦ Civil Engineer</li> <li>◦ Project Manager/Civil Engineering</li> <li>◦ Traffic Engineer</li> <li>◦ Senior Project Engineer, Civil</li> </ul>
<b>Engineering</b> Industrial	People involved in using extensive mathematical and quantitative methods to optimize complex processes or systems. This can include development, improvement, implementation and evaluation of integrated systems of people, money, knowledge, information, equipment, energy and materials.	<ul style="list-style-type: none"> <li>◦ Industrial Engineer</li> <li>◦ Senior Industrial Designer</li> <li>◦ Senior Industrial Engineer</li> <li>◦ Senior Aeronautical Engineer</li> <li>◦ Industrial Engineering Supervisor</li> </ul>
<b>Engineering</b> Mechanical	People involved in the branch of engineering involving the production and usage of heat and mechanical power for the design, production, and operation of machines and tools.	<ul style="list-style-type: none"> <li>◦ Mechanical Engineer,</li> <li>◦ Senior Mechanical Engineer</li> <li>◦ Mechanical Project Engineer</li> <li>◦ Transmission Engineer</li> <li>◦ Mechanical Test Engineer</li> </ul>
<b>Engineering</b> Biomedical	People involved in the application of engineering principles and techniques to the medical field. This field combines the design and problem solving skills of engineering with medical and biological sciences to improve healthcare diagnosis and treatment.	<ul style="list-style-type: none"> <li>◦ Biomedical Engineer</li> <li>◦ Manager Biomedical Engineering</li> <li>◦ Lead Biomedical Analyst</li> </ul>
<b>Engineering</b> Electrical	People involved in the field of engineering that generally deals with the study and application of electricity, electronics and electromagnetism.	<ul style="list-style-type: none"> <li>◦ Electrical Engineer</li> <li>◦ Senior Electrical Engineer</li> <li>◦ Electrical Engineering Technician</li> <li>◦ Electrical Hardware Design</li> <li>◦ Electrical Engineering Associate</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Engineering</b> Electronics	People involved in the engineering discipline which uses the scientific knowledge of the behavior and effects of electrons to develop components, devices, systems, or equipment (as in electron tubes, transistors, integrated circuits, and printed circuit boards) that uses electricity as part of its driving force.	<ul style="list-style-type: none"> <li>◦ Senior IC Design Engineer</li> <li>◦ Hardware Engineer</li> <li>◦ Signal Integrity Engineer</li> <li>◦ Senior Electronics Design Engineer</li> <li>◦ Analog IC Designer</li> </ul>
<b>Information Technology</b>	People involved in the study, design, development, application, implementation, support or management of computer-based information systems. This segment includes people in the Bizo IT sub-segments.	<ul style="list-style-type: none"> <li>◦ Chief Architect</li> <li>◦ Chief Technology Officer</li> <li>◦ Development Manager</li> <li>◦ UI Designer</li> <li>◦ Java Developer</li> <li>◦ Unix Administrator</li> </ul>
<b>IT</b> Database	People involved in developing installing or managing database and related software.	<ul style="list-style-type: none"> <li>◦ Database Administrators</li> <li>◦ Database Developers</li> <li>◦ Database Engineer</li> <li>◦ Data Warehouse Manager</li> </ul>
<b>IT</b> Hardware	People involved in the design, implementation and testing of hardware (circuits, components, systems, etc.).	<ul style="list-style-type: none"> <li>◦ Hardware Professional</li> <li>◦ Computer Hardware Professional</li> <li>◦ PC Designer</li> <li>◦ Network Attached Storage Engineer</li> <li>◦ Firmware Engineer</li> </ul>
<b>IT</b> QA	People involved in the systematic monitoring and evaluation of the various aspects of a project, service, or facility to ensure that standards of quality are being met.	<ul style="list-style-type: none"> <li>◦ Software QA Manager</li> <li>◦ Senior QA Engineer</li> <li>◦ Software Quality Assurance Manager</li> <li>◦ Technical Tester</li> <li>◦ Network Test Engineer</li> </ul>
<b>IT</b> Software	People involved in the study, design, development, application, implementation, support or management of computer programs and related data.	<ul style="list-style-type: none"> <li>◦ Application Developer</li> <li>◦ Senior Software Designer</li> <li>◦ Sr. Java Developer</li> <li>◦ Chief Software Engineer</li> <li>◦ Programmer Analyst</li> </ul>
<b>IT</b> Web Development	People involved in developing a web site for the Internet. This can include web design, web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and e-commerce development.	<ul style="list-style-type: none"> <li>◦ Website Coordinator</li> <li>◦ Assistant Web Developer</li> <li>◦ Senior Web Developer</li> <li>◦ Director of Web Services</li> <li>◦ Flex Developer</li> </ul>
<b>IT</b> Operations	People involved in processes and services that support running internal and external technology related business services.	<ul style="list-style-type: none"> <li>◦ IT Service Manager</li> <li>◦ Director IT Operations</li> <li>◦ IT Security &amp; Privacy Engineer</li> <li>◦ Server Support Specialist</li> <li>◦ Computer Support</li> <li>◦ Unix Field Technician</li> <li>◦ Chief Operations Officer</li> </ul>
<b>IT</b> Systems & Business Analysts	People involved in researching problems, planning solutions, recommending software and systems, and coordinating development to meet business requirements.	<ul style="list-style-type: none"> <li>◦ Senior System Architect</li> <li>◦ HR Systems Analyst</li> <li>◦ Business Systems Process Engineer</li> <li>◦ Senior Systems Analyst</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Finance</b>	People who are in fields related to saving and investing money. This broadly defined segment spans all aspects of business, personal and public finance and contains individuals who work in fiancé as well as the Bizo Finance sub-segments.	<ul style="list-style-type: none"> <li>◦ Senior Tax Specialist</li> <li>◦ Pension Administrator</li> <li>◦ Associate Structured Finance</li> <li>◦ Senior Specialist Finance</li> <li>◦ V.P. Finance</li> <li>◦ Treasurer</li> <li>◦ Equity Strategist</li> </ul>
<b>Finance</b> Accounting	People who are in the field of accounting which is the measurement and disclosure of financial information that helps managers, investors, tax authorities and other decision makers make resource allocation decisions.	<ul style="list-style-type: none"> <li>◦ Manager of Accounting</li> <li>◦ Accountant</li> <li>◦ Corporate Accountant</li> <li>◦ Accounts Receivable Supervisor</li> <li>◦ Accounts Payable Analyst</li> <li>◦ Budget Analyst</li> <li>◦ Financial Accountant</li> </ul>
<b>Finance</b> Banking	People who are in the field of banking which is the business of receiving money on current or deposit account, paying and collecting checks drawn by or paid in by customers and making loans to customers.	<ul style="list-style-type: none"> <li>◦ Sr. Loan Consultant</li> <li>◦ Loan Specialist</li> <li>◦ Mortgage Professional</li> <li>◦ Bank Teller</li> <li>◦ Credit Products Analyst</li> <li>◦ Chief Credit Officer</li> <li>◦ Mortgage Loan Specialist</li> <li>◦ Credit Counselor</li> <li>◦ Director of Consumer Lending</li> </ul>
<b>Finance</b> Investment Banking	People who work for an investment bank which is a financial institution that assists corporations and governments in raising capital by underwriting and acting as the agent in the issuance of securities. An investment bank also assists companies involved in mergers and acquisitions, derivatives, etc.	<ul style="list-style-type: none"> <li>◦ Investment Banking Affiliate Broker</li> <li>◦ Director &amp; Sr. Trader</li> <li>◦ Portfolio Strategist</li> <li>◦ Investment Operations Analyst</li> <li>◦ International Equity Analyst</li> <li>◦ Executive Director Investment Banking</li> <li>◦ Derivatives, Portfolio Manager</li> <li>◦ Hedge Fund Operations</li> </ul>
<b>Finance</b> Wealth Management	People involved in an investment advisory discipline that incorporates financial planning, investment portfolio management and a number of aggregated financial services. High Net Worth Individuals, small business owners and families who desire the assistance of a credentialed financial advisory specialist call upon wealth managers for their services.	<ul style="list-style-type: none"> <li>◦ Wealth Management Assistant</li> <li>◦ Investment Counselor</li> <li>◦ Vice President &amp; Financial Advisor</li> <li>◦ Wealth Manager/Investment Advisor</li> <li>◦ Certified Financial Planner</li> <li>◦ Financial Analyst</li> <li>◦ Private Wealth Management</li> </ul>
<b>Government</b>	People who work for the government or government agencies and related Bizo sub-segments.	<ul style="list-style-type: none"> <li>◦ Federal Investigator</li> <li>◦ Chief Navy Counselor</li> <li>◦ Fireman</li> <li>◦ State Trooper</li> <li>◦ Assistant State Attorney</li> <li>◦ Army Lieutenant Colonel</li> <li>◦ Legislative Assistant</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Government</b> Elected Officials	People who are elected officials of a government office.	<ul style="list-style-type: none"> <li>◦ Mayor</li> <li>◦ Vice Governor's Office</li> <li>◦ Commander-In-Chief</li> <li>◦ Council Member</li> <li>◦ Governor</li> <li>◦ Assistant Governor</li> <li>◦ Elected Member</li> <li>◦ Council Member</li> <li>◦ Senator</li> </ul>
<b>Government</b> Employees	People who are employees of government agencies and offices.	<ul style="list-style-type: none"> <li>◦ Police Lieutenant</li> <li>◦ Air Force Captain</li> <li>◦ Police Officer</li> <li>◦ Dispatcher</li> <li>◦ Infantryman</li> <li>◦ Chief Master Sergeant</li> <li>◦ Assistant State's Attorney</li> <li>◦ Elections Clerk</li> </ul>
<b>HR</b>	People charged with the overall responsibility for implementing strategies and policies relating to the management of individuals and Bizo related sub-segments.	<ul style="list-style-type: none"> <li>◦ Talent Development Leader</li> <li>◦ Compensation Manager</li> <li>◦ Director of Staffing</li> <li>◦ Recruiting Manager</li> <li>◦ Human Resources Consultant</li> </ul>
<b>HR</b> Recruiting	People charged with actively seeking talented individuals to fill open positions.	<ul style="list-style-type: none"> <li>◦ Executive Headhunter</li> <li>◦ Talent Development Leader</li> <li>◦ Recruitment Head</li> <li>◦ Recruiting Manager</li> <li>◦ Manager Talent Acquisition</li> </ul>
<b>HR</b> Benefits	People involved with management and execution of non-wage compensation provided to employees in addition to their normal wages or salaries.	<ul style="list-style-type: none"> <li>◦ Salary Manager</li> <li>◦ Benefits Program Specialist</li> <li>◦ Benefit Specialist</li> <li>◦ Payroll Administrator</li> <li>◦ Retirement Plans Manager</li> </ul>
<b>HR</b> Diversity	People involved in fostering cultural awareness knowledge, and skills, which is based on the assumption that the training will benefit an organization by protecting against civil rights violations, increasing the inclusion of different identity groups, and promoting better teamwork.	<ul style="list-style-type: none"> <li>◦ Equal Opportunity Officer</li> <li>◦ Affirmative Action Manager</li> <li>◦ Diversity Officer</li> <li>◦ Inclusion Assistant</li> </ul>
<b>HR</b> Generalist	People involved in no specific roles related to the human resource function.	<ul style="list-style-type: none"> <li>◦ Human Resources</li> <li>◦ Generalist Recruiter</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Legal</b>	People involved in the field of law.	<ul style="list-style-type: none"> <li>◦ Attorney and Strategic Advisor</li> <li>◦ Legal Assistant</li> <li>◦ Paralegal</li> <li>◦ Legal Administrator</li> <li>◦ Administrative</li> <li>◦ Litigation Assistant</li> <li>◦ Vice President Legal Counsel</li> <li>◦ Senior Litigator</li> <li>◦ Executive Legal Secretary</li> </ul>
<b>Marketing</b>	People involved in the field of marketing which has to do with creating customer interest in an organizations goods or services and related Bizo sub-segments.	<ul style="list-style-type: none"> <li>◦ Chief Marketing Officer</li> <li>◦ VP Marketing</li> <li>◦ Marketing Manager</li> <li>◦ Product Manager</li> <li>◦ Market Strategist</li> <li>◦ Brand Manager</li> <li>◦ Corporate Marketing Manager</li> </ul>
<b>Marketing PR</b>	People involved in maintaining public image for businesses, non-profit organizations or high-profile people, such as celebrities and politicians.	<ul style="list-style-type: none"> <li>◦ Director of Media Relations</li> <li>◦ Media Consultant</li> <li>◦ PR Manager</li> </ul>
<b>Marketing Creative</b>	People involved in the creative aspects of the marketing function having to do with graphics, logos, and general presentation of marketing materials.	<ul style="list-style-type: none"> <li>◦ Senior Vice President - Marketing &amp; Creative Design</li> <li>◦ Sr. Marketing Graphic Designer</li> <li>◦ Creative Activation Manager</li> <li>◦ Sr. Manager Creative Services</li> </ul>
<b>Marketing Product</b>	People involved with management the organizational lifecycle function within a company dealing with the planning or forecasting or marketing of a product or products at all stages of the product lifecycle.	<ul style="list-style-type: none"> <li>◦ Vice President Marketing &amp; Products</li> <li>◦ Product Manager</li> <li>◦ Sr. Product Manager</li> </ul>
<b>Marketing Branding</b>	People in this marketing discipline seek to increase a product or organizations perceived value to the customer. In some organizations brand managers cover the traditional functions of a product manager.	<ul style="list-style-type: none"> <li>◦ Senior Director Brand Management</li> <li>◦ Branding &amp; Marketing Consultant</li> <li>◦ Brand Strategy Director</li> <li>◦ Senior Associate Brand Manager</li> </ul>
<b>Marketing Research</b>	People involved in the systematic gathering, recording, and analysis of data about issues relating to marketing products and services.	<ul style="list-style-type: none"> <li>◦ Sales and Market Research Analyst</li> <li>◦ Director of Market Research</li> <li>◦ Trade Marketing Analyst</li> <li>◦ Senior Manager Market Research</li> </ul>
<b>Marketing Media Buyers</b>	People involved in the procurement of the best possible placement and price of a piece of advertising real estate within any given media. The main task of Media Buying lies within the negotiation of price and placement to ensure the best possible value can be secured.	<ul style="list-style-type: none"> <li>◦ Media Planner</li> <li>◦ Assistant Media Buyer</li> <li>◦ Digital Media Planner</li> <li>◦ Associate Media Planner</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Medical/Health</b>	People involved in the field of medicine, the science and art of healing humans and related Bizo sub-segments.	<ul style="list-style-type: none"> <li>◦ Pharmacy Technician</li> <li>◦ Therapy Supervisor</li> <li>◦ Orthopedic Surgeon</li> <li>◦ Trama Specialist</li> <li>◦ Therapist</li> <li>◦ Physician</li> <li>◦ Massage Therapist</li> </ul>
<b>Medical</b> Dentist	People involved in the treatment and prevention of health issues in the oral cavity.	<ul style="list-style-type: none"> <li>◦ Dentist</li> <li>◦ Oral Surgeon</li> <li>◦ General Dentist</li> <li>◦ Orthodontist</li> </ul>
<b>Medical</b> Doctor	A person with a doctorate degree in the field of medicine.	<ul style="list-style-type: none"> <li>◦ Senior Epidemiologist</li> <li>◦ Chief of Pathologist</li> <li>◦ Radiologist</li> <li>◦ Orthopedic Surgeon</li> </ul>
<b>Medical</b> Health Professional	People qualified to delivers health care in a systematic way who generally do not have a doctorate degree in medicine.	<ul style="list-style-type: none"> <li>◦ Patient Transporter</li> <li>◦ Paramedic</li> <li>◦ Medical Recruiter</li> <li>◦ Health Instructor</li> </ul>
<b>Medical</b> Physician Assistant	People who are licensed to practice medicine with supervision of a licensed physician. Physician assistants conduct physical exams, diagnose and treat illnesses, order and interpret tests, counsel on preventive health care, assist in surgery, and write prescriptions.	<ul style="list-style-type: none"> <li>◦ Physician Assistant</li> <li>◦ Sr. Physician Assistant</li> </ul>
<b>Nurse</b>	A nurse is a healthcare professional who, in collaboration with other members of a health care team, is responsible for treatment, safety, and recovery of acutely or chronically ill individuals.	<ul style="list-style-type: none"> <li>◦ Public Health Nurse</li> <li>◦ Private Registered Nurse</li> <li>◦ Certified Nurses Aide</li> <li>◦ Family Nurse Practitioner</li> </ul>
<b>Operations</b>	People focused on the ongoing recurring activities involved in the running of a business or organization.	<ul style="list-style-type: none"> <li>◦ Corporate Director Regulatory Compliance</li> <li>◦ Change Management Specialist</li> <li>◦ Compliance Assistant</li> <li>◦ Senior Operations Manager</li> </ul>
<b>Ops</b> Admin / Support	People involved in administrative and support roles of an organizations operational functions.	<ul style="list-style-type: none"> <li>◦ Office Assistant</li> <li>◦ Executive Administrative Assistant</li> <li>◦ Project Coordinator</li> <li>◦ VP of Common Services</li> </ul>
<b>Ops</b> Buyers	People within an organization who are responsible at some level for buying or approving the acquisition of goods and services needed by the company.	<ul style="list-style-type: none"> <li>◦ Buyer Specialist</li> <li>◦ Buyer/Planner</li> <li>◦ Purchasing Consultant</li> <li>◦ Procurement Manager</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Ops</b> Change Management	People involved in a structured approach to transitioning individuals, teams, and organizations from a current state to a desired future state. It is an organizational process aimed at empowering employees to accept and embrace changes in their current business environment.	<ul style="list-style-type: none"> <li>◦ Business and Change Manager</li> <li>◦ Senior Change Consultant</li> <li>◦ Change Management Specialist</li> </ul>
<b>Ops</b> Compliance	People involved in analyzing, managing and implementing organizational programs to ensure employees adhere to a given policy or procedure.	<ul style="list-style-type: none"> <li>◦ Corporate Director Regulatory Compliance</li> <li>◦ Audit Executive</li> <li>◦ Compliance Assistant</li> </ul>
<b>Ops</b> Customer Relations	People involved in actions related to delivering quality customer service and experiences.	<ul style="list-style-type: none"> <li>◦ Airline Customer Service</li> <li>◦ Customer Relations Counselor</li> <li>◦ Service Leader</li> <li>◦ Customer Care Representative</li> <li>◦ Customer Care Executive</li> </ul>
<b>Ops</b> Facilities	People involved in management and upkeep of an organization's physical buildings, plants, property and facilities.	<ul style="list-style-type: none"> <li>◦ Vice President HR &amp; Facilities</li> <li>◦ Facilities Technician</li> <li>◦ Meeting Facilities Director</li> <li>◦ Grounds Maintenance</li> <li>◦ Janitor</li> </ul>
<b>Ops</b> Logistics	People involved in the management of the flow of the goods, information in order to meet the requirements of customers.	<ul style="list-style-type: none"> <li>◦ Distribution Coordinator</li> <li>◦ Delivery Coordinator</li> <li>◦ Inventory Control Supervisor</li> <li>◦ Business and Consultant Logistics Analyst</li> </ul>
<b>Religious</b>	People involved in a church or religious organization who perform or support functions such as teaching of beliefs.	<ul style="list-style-type: none"> <li>◦ Minister</li> <li>◦ Pastor</li> <li>◦ Chaplain</li> <li>◦ Ministry Coordinator</li> <li>◦ Ministry Administrator</li> </ul>
<b>Sales</b>	People involved in acquiring new customers, penetrating new markets, selling additional services to existing clients and preventing existing client defection and Bizo related sub-segment.	<ul style="list-style-type: none"> <li>◦ VP Sales</li> <li>◦ Sales Representative</li> <li>◦ Business Development Manager</li> <li>◦ Reseller</li> <li>◦ Sales Manager</li> <li>◦ Account manager</li> </ul>
<b>Sales</b> Business Development	People involved in this field are responsible for attracting new customers, building strategic business partnerships and at penetrating existing markets.	<ul style="list-style-type: none"> <li>◦ VP Business Development</li> <li>◦ Manager Business Development</li> <li>◦ Channel Development Manager</li> </ul>
<b>Sales</b> Support	People involved in support of sales and business development activities.	<ul style="list-style-type: none"> <li>◦ Sales Operations Executive</li> <li>◦ Partnership Coordinator</li> <li>◦ Sales Support Manager</li> <li>◦ Inside Sales Coordinator</li> <li>◦ Manager Sales Support</li> </ul>

FUNCTIONAL AREA SEGMENT	DEFINITION	SAMPLE JOB TITLES
<b>Sales</b> Account Management	People responsible for the management of the sales and relationship with particular customers.	<ul style="list-style-type: none"> <li>◦ Major Acct. Executive</li> <li>◦ Asst. Manager Accounts</li> <li>◦ Creative Director/Account Manager</li> <li>◦ Corporate Accounts Manager</li> <li>◦ VP, Business Relationship Manager</li> </ul>
<b>Scientists</b>	People involved in a systematic activity to acquire knowledge. Scientists perform research toward a more comprehensive understanding of nature, including physical, mathematical and social realms.	<ul style="list-style-type: none"> <li>◦ Senior Epidemiologist</li> <li>◦ Senior Scientist</li> <li>◦ Chemical Engineer</li> <li>◦ Statistical Practitioner</li> <li>◦ Sr. Research Scientist</li> <li>◦ Computational Biologist</li> </ul>

## Segment: **Seniority**

SENIORITY	DEFINITION	SAMPLE JOB TITLES
<b>Board Members</b>	People with job titles determined to reside on an organization's board of directors are classified into this segment.	<ul style="list-style-type: none"> <li>◦ Chairman</li> <li>◦ Board Secretary</li> <li>◦ Treasurer of the Board</li> <li>◦ Vice Chairman,</li> <li>◦ Trustee</li> </ul>
<b>Executives</b>	People with job titles at the Vice President level or higher are classified into this segment.	<ul style="list-style-type: none"> <li>◦ VP of Marketing</li> <li>◦ Vice President of Sales</li> <li>◦ Senior VP of Engineering</li> <li>◦ Executive Vice President Finance</li> </ul>
<b>Mid-Management</b>	People with job titles below the Vice President who are responsible for supervising lower level employees and reporting to upper management are classified into this segment. Keep in mind that many "manager" titles like "account manager" do not necessarily manage people.	<ul style="list-style-type: none"> <li>◦ Director of Marketing</li> <li>◦ Branch Office Manager</li> <li>◦ Business Development Director</li> <li>◦ General Manager Hotel</li> <li>◦ Superintendent Construction</li> </ul>
<b>Non-Management</b>	People with job titles associated with rank-and-file positions of a company who do not supervise other employees are classified into this segment.	<ul style="list-style-type: none"> <li>◦ Sr. Software Development Engineer</li> <li>◦ Manager - Business Development</li> <li>◦ Human Resource Manager</li> <li>◦ Sales Executive</li> <li>◦ Product Manager</li> <li>◦ Architect</li> <li>◦ Public Relations Manager</li> </ul>



## Segment: **Professional Group**

SENIORITY	DEFINITION
<b>Business Professional</b>	Comprised of people who are classified into any Bizo company size segment. For example a person who works for a company with 5 employees would be classified into the Company Size Micro segment and into the Business Professional segment.
<b>Small Business Professional</b>	Comprised of people who are classified into with the Bizo company size segment Micro or Small.
<b>High Net Worth Professional</b>	Comprised of people who are classified into Bizo segments C-Suite, Executives, Board Members, and / or Doctors.
<b>Finance Professionals</b>	Comprised of people who are classified into the Bizo Industry Segment of Finance or Functional Area of Finance.
<b>IT Professionals</b>	Comprised of people who are classified into the Bizo Industry Segment of Software or Media and Internet or Functional Area of IT.

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