Business Marketing Strategy

Past Participant Profile

Top Five Countries:
- North America: 58%
- South America: 14%
- Europe: 16%
- Asia: 7%
- Africa: 3%
- Australia: 2%

Top Five Job Functions:
- Marketing: 51%
- Sales: 7%
- General Management: 6%
- Business Development: 5%
- Strategic Planning: 2%

Top Five Industries:
- Manufacturing: 13%
- Services: 9%
- Utilities and Infrastructure: 5%
- Finance, Insurance, and Real Estate: 4%
- Agriculture, Forestry, and Fishing: 4%

Management Levels:
- Senior: 37%
- Middle: 33%
- Top: 21%