Consumer Marketing Strategy

**Past Participant Profile**

**Top Five Countries**
- United States: 60%
- Brazil: 12%
- Mexico: 4%
- Russia: 2%
- Peru: 2%

**Top Five Industries**
- Manufacturing: 27%
- Services: 24%
- Finance, Insurance, and Real Estate: 17%
- Retail Trade: 10%
- Wholesale Trade: 6%

**Top Five Job Functions**
- Marketing: 48%
- Sales: 7%
- Product Management: 6%
- General Management: 4%
- Business Development: 3%

**Management Levels**
- Middle: 40%
- Senior: 35%
- Top: 17%

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