Consumer Marketing Strategy
Past Participant Profile

Top Five Countries
- United States: 54%
- Brazil: 8%
- Mexico: 7%
- Peru: 4%
- United Kingdom: 3%

Top Five Industries
- Manufacturing: 29%
- Retail Trade: 22%
- Finance: 16%
- Services: 16%
- Wholesale Trade: 7%

Top Five Job Functions
- Marketing: 58%
- General Management: 7%
- Sales: 5%
- Finance: 4%
- Strategic Planning: 4%

Management Levels
- Top: 21%
- Senior: 29%
- Middle: 45%