Kellogg on Branding
Past Participant Profile

Top Five Countries

- United States: 47%
- Brazil: 12%
- United Kingdom: 5%
- Peru: 4%
- Mexico: 3%

Top Five Industries

- Manufacturing: 37%
- Services: 24%
- Finance: 11%
- Retail Trade: 8%
- Transportation: 7%

Top Five Job Functions

- Marketing: 54%
- General Management: 7%
- Entrepreneurial/Owner: 6%
- Sales: 4%
- Strategic Planning: 4%

Management Levels

- Top: 27%
- Senior: 37%
- Middle: 31%