



NATIONAL CENTER FOR THE MIDDLE MARKET

PROMOTING GROWTH OF THE U.S. MIDDLE MARKET

About the Center

The National Center for the Middle Market is the nation's first and foremost expert and leading source for the U.S. middle market. A collaboration between The Ohio State University's Fisher College of Business, SunTrust Banks Inc., Grant Thornton, and Cisco Systems, the Center has established a track record of funding and publishing journal quality research; providing world-class education, powerful tools, and dynamic events for middle market executives and business students; partnering with other organizations supporting the middle market; and raising national and local awareness of key middle market issues.

The Center's mission is to ensure the vitality and robustness of middle market companies are fully realized as fundamental to our nation's economic outlook and prosperity.

Areas of Focus

- + Finance & Governance
- + Talent & People
- + Public Policy & Economics
- + Operational Excellence
- + Strategy & Growth

What We Offer

MIDDLE MARKET RESEARCH & DATA

Each year, the Center enables a broad range of academic and practitioner research to create new insights that drive a more competitive U.S. middle market.



QUARTERLY MIDDLE MARKET INDICATOR

The nation's most comprehensive barometer of U.S. middle market performance and future trends.



RESEARCH AND EXPERT PERSPECTIVES

Breakthrough research and perspectives on a diverse set of topics, including talent management, growth and innovation, customer focus, operational excellence and globalization.



INTERACTIVE BENCHMARKING TOOLS

Research translated into insights to help middle market executives compare company performance, supply chain resiliency and CEO compensation.

EXPERTISE & OUTREACH

Experts from the National Center for the Middle Market travel nationwide to share relevant research, highlight growth enablers and discuss trends with middle market companies, policymakers, media and academics.

EDUCATION

Located in one of the top business schools in the country, the Center provides:



EXECUTIVE PROGRAMS

Focus on solving real-world middle market challenges.



WEBINARS

Build capabilities and facilitate best practice sharing among middle market companies.

IN COLLABORATION WITH



Understanding the U.S. Middle Market

The U.S. middle market is defined by companies with annual revenues between \$10 million and \$1 billion. It is incredibly diverse, reaching across all industry segments and encompassing publicly and privately held companies, family-owned businesses, partnerships, and sole proprietorships. While the middle market represents just 3% of all U.S. companies, it accounts for a third of U.S. private sector gross domestic product (GDP) and jobs.

Yet the middle market is not just important from a national perspective. At both the state and local level, in every corner of the country, it is middle market companies that are creating new jobs and driving growth and economic recovery in their regions and communities.

Middle Market Definition

NEARLY

200,000
BUSINESSES

IN ALL INDUSTRY
SEGMENTS AND
GEOGRAPHIES



REPRESENTING

3.0%



**OF ALL U.S.
COMPANIES**

**ANNUAL
REVENUE**

RANGING FROM

\$10MM-\$1B

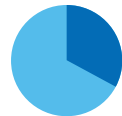


Middle Market Impact



3RD

LARGEST GLOBAL
ECONOMY



33%

OF PRIVATE
SECTOR GDP

\$10+

TRILLION

IN ANNUAL REVENUE



Center Impact

BUILDING A BODY OF KNOWLEDGE

ILLUMINATING THE MIDDLE MARKET

QUARTERLY MIDDLE MARKET
INDICATORS

CUSTOM DATA FOR:

STATES

CITIES

CONGRESSIONAL DISTRICTS

COUNTIES

SUPPORTING MIDDLE MARKET BUSINESSES

ACADEMIC RESEARCH PROJECTS
TOPICAL RESEARCH STUDIES TOOLS

CONNECTING EXECUTIVES

PARTICIPATED IN

100+

MIDDLE MARKET
EVENTS NATIONWIDE



COACHED 111 GRADUATES

FROM THE EXECUTIVE
EDUCATION PROGRAM

ACTIVATING A COMMUNITY

18 KEY PARTNERS

ACG, BROOKINGS INSTITUTE, MILKEN
INSTITUTE, GREATER CLEVELAND
PARTNERSHIP, CFO ALLIANCE, VISTAGE,
AMERICAN MARKETING ASSOCIATION

LAUNCHED THE CONGRESSIONAL CAUCUS FOR MIDDLE MARKET GROWTH

IN PARTNERSHIP WITH THE
ASSOCIATION OF CORPORATE GROWTH

ENGAGING STUDENTS THROUGH

MIDDLE MARKET INDUSTRY CLUSTER
PROGRAM, STUDENT SUMMITS,
FISHER INVITATIONAL CASE
COMPETITIONS, STUDENT CLUB
AT THE OHIO STATE UNIVERSITY

MIDDLEMARKETCENTER.ORG

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