



NATIONAL CENTER FOR  
THE MIDDLE MARKET

In Collaboration With



# The 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. Founded in 2011 out of a multiyear partnership between GE Capital and The Ohio State University's Fisher College of Business, 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 serve as the leading source of knowledge, leadership, and innovative research on the U.S. middle market economy by providing critical insights and analysis that help drive growth, increase competitiveness, and job creation for companies in this sector.*

### Areas of Focus

- + Talent Management
- + Growth & Innovation
- + Customer Focus
- + Operational Excellence
- + Globalization

### 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.

Connect With the Center

[middlemarketcenter.org](http://middlemarketcenter.org)



## 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**

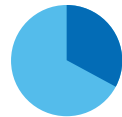


## Middle Market Impact



**5<sup>TH</sup>**

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:

6 STATES

14 CITIES

435 CONGRESSIONAL DISTRICTS

#### 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, CHICAGOLAND CHAMBER  
OF COMMERCE, CFO ALLIANCE,  
CHERRY BEKAERT

#### 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, CAREER  
FAIRS, FISHER INVITATIONAL CASE  
COMPETITIONS