



## NATIONAL CENTER FOR THE MIDDLE MARKET

# PROMOTING GROWTH OF THE U.S. MIDDLE MARKET

### About the Center

The National Center for the Middle Market (NCMM) is the leading source of knowledge, leadership, and innovative research on the middle market economy. A collaboration between The Ohio State University's Fisher College of Business, SunTrust Banks Inc., Grant Thornton, and Cisco Systems, the NCMM has established a track record of funding and publishing rigorous and relevant 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 NCMM'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

- + Strategy & Growth
- + Innovation & Digitization
- + Talent & Leadership
- + Globalization
- + Governance & Finance
- + Operational Excellence

### What We Offer

#### MIDDLE MARKET RESEARCH & DATA

Each year, the NCMM produces 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

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



#### THE MARKET THAT MOVES AMERICA

A thought-provoking podcast that covers middle market trends, challenges, and opportunities.



#### CYBERSECURITY RESOURCE CENTER

The first such resource specifically designed to serve the needs of middle market firms in the area of cyber risk planning.

#### EDUCATION

Located in one of the top business schools in the country, the NCMM 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 economic growth in their regions and communities. Middle market companies also play important roles in every industry.

## Middle Market Definition

NEARLY

**200,000**  
**BUSINESSES**

IN ALL INDUSTRY  
SEGMENTS AND  
GEOGRAPHIES



REPRESENTING

**1/3**

**OF PRIVATE  
SECTOR GDP AND  
EMPLOYMENT**

**ANNUAL  
REVENUE**

RANGING FROM

**\$10MM-\$1B**



## Major Middle Market Industries



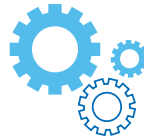
CONSTRUCTION



FINANCIAL  
SERVICES



HEALTHCARE



MANUFACTURING



PROFESSIONAL  
SERVICES



RETAIL TRADE



WHOLESALE  
TRADE

## National Center for the Middle Market Impact

### BUILDING A BODY OF KNOWLEDGE

#### ILLUMINATING THE MIDDLE MARKET

QUARTERLY MIDDLE MARKET INDICATORS, TOPICAL RESEARCH STUDIES, INSIGHTFUL PODCAST SERIES, AND GRANTS FOR SCHOLARLY RESEARCH

#### CUSTOM DATA FOR:

6 STATES, 7 INDUSTRIES,  
435 CONGRESSIONAL DISTRICTS

#### SUPPORTING MIDDLE MARKET BUSINESSES

BENCHMARKING TOOLS, EXPERT PERSPECTIVES, DATA SETS,  
INFOGRAPHICS

### CONNECTING EXECUTIVES

#### PARTICIPATED IN

**200+**  
MIDDLE MARKET  
EVENTS NATIONWIDE  
SINCE 2012



#### TAUGHT 136 COMPANY LEADERS

VIA THE EXECUTIVE  
EDUCATION PROGRAM

### ACTIVATING A COMMUNITY

#### 18 KEY PARTNERS

INCLUDING ASSOCIATION FOR CORPORATE GROWTH, BROOKINGS INSTITUTION, MILKEN INSTITUTE, CHICAGOLAND CHAMBER OF COMMERCE, CFO ALLIANCE, AMERICAN MARKETING ASSOCIATION

#### LAUNCHED THE CONGRESSIONAL CAUCUS FOR MIDDLE MARKET GROWTH

IN PARTNERSHIP WITH THE ASSOCIATION FOR CORPORATE GROWTH

#### ENGAGING STUDENTS THROUGH

MIDDLE MARKET INDUSTRY IMMERSION PROGRAM, FISHER INVITATIONAL CASE COMPETITIONS, AND EXECUTIVE EDUCATION

[MIDDLEMARKETCENTER.ORG](http://MIDDLEMARKETCENTER.ORG)

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