



NATIONAL CENTER FOR THE MIDDLE MARKET

PROMOTING GROWTH OF THE U.S. MIDDLE MARKET

NATIONAL CENTER FOR THE MIDDLE MARKET INFO SHEET

About the Center

The National Center for the Middle Market is the leading source of knowledge, leadership, and innovative research on the middle market economy. Housed at The Ohio State University Fisher College of Business since its inception in 2011, the Center 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 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

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

What We Offer

MIDDLE MARKET RESEARCH & DATA

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



SEMI-ANNUAL MIDDLE MARKET INDICATOR

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



RESEARCH AND EXPERT PERSPECTIVES

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



INTERACTIVE BENCHMARKING TOOLS

Insights translated into action to help middle market executives compare company performance in key capability areas to the best-in-class practices of leading middle market businesses.



THE MARKET THAT MOVES AMERICA

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

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



The Middle Market Defined

The U.S. middle market is defined as companies with annual revenues between \$10 million and \$1 billion. This diverse segment reaches across all industries and encompasses 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.

The middle market is not just important from a national perspective. At both the state and local levels, 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.

Understanding the U.S. Middle Market



200,000
BUSINESSES
IN ALL INDUSTRY SEGMENTS
& GEOGRAPHIES



1/3
OF PRIVATE SECTOR
GDP & EMPLOYMENT



ANNUAL REVENUE
RANGING FROM
\$10M-\$1B

Major Middle Market Industries



CONSTRUCTION



FINANCIAL SERVICES



HEALTHCARE



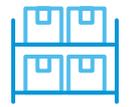
MANUFACTURING



PROFESSIONAL SERVICES



RETAIL TRADE



WHOLESALE TRADE

Awareness, Impact, and Results

Building a Body of Knowledge

ILLUMINATING THE MIDDLE MARKET

Semi-annual Middle Market Indicators, topical research studies, insightful podcast series, and grants for scholarly research

SUPPORTING MIDDLE MARKET BUSINESSES

Access to benchmarking tools, expert perspectives, data sets, and infographics

Connecting Executives



PARTICIPATED IN
300+
MIDDLE MARKET EVENTS
NATIONWIDE SINCE 2012



ENGAGING
TOMORROW'S
LEADERS

Programs for undergraduate business students and MBAs including the Middle Market Industry Immersion Program and the Fisher Invitational Case Competition

Activating a Community

KEY PARTNERS

Including Association for Corporate Growth, Brookings Institution, Chicagoland Chamber of Commerce, The CFO Alliance, Greater Cleveland Partnership, Small Business Investor Alliance, Greater Philadelphia Chamber of Commerce, Dietrich Partners

COMPANY OF THE MONTH

Monthly feature on a middle market company in various industries and parts of the country. Past spotlights have included Patagonia, Yeti, TopGolf, and OrangeTheory Fitness

MIDDLEMARKETCENTER.ORG

