

## National Center for the Middle Market Info Sheet

# The Leading Source of Knowledge, Leadership and Innovative Research

### PROMOTING THE GROWTH OF THE US MIDDLE MARKET

#### About the Center

The National Center for the Middle Market is the leading advocate for 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 that the vitality of middle market companies in the United States and throughout North America is 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 & THOUGHT LEADERSHIP

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



##### SEMI-ANNUAL MIDDLE MARKET INDICATOR

The nation's most comprehensive barometer of North American middle market performance and future trends.



##### FLAGSHIP RESEARCH

Deep dive studies and reports detailing the latest findings on the middle market's most critical growth drivers, challenges and opportunities.



##### EXPERT PERSPECTIVES

Commentary and breakthrough insights from center staff, faculty, fellows and guest contributors on the latest middle market research and happenings.



##### CASE STUDIES

Real-world stories of successful middle market companies and their winning strategies for overcoming challenges and unlocking growth.



##### 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:



##### CEO FORUM

An executive education program and peer-to-peer network empowering leaders to learn from each other and access knowledge and tools for scaling their businesses.



##### EVENTS AND WEBINARS

Our research and insights are regularly featured at industry events and conferences, helping middle market leaders share best practices and build capabilities.

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## The Middle Market Defined

The center defines the U.S. middle market 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, and across North America, middle market companies are the ones 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



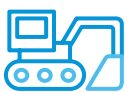
**1/3**

OF PRIVATE SECTOR  
GDP & EMPLOYMENT



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

## Major Middle Market Industries



**CONSTRUCTION**



**FINANCIAL  
SERVICES**



**HEALTHCARE**



**MANUFACTURING**



**PROFESSIONAL  
SERVICES**



**RETAIL TRADE**



**TECHNOLOGY**

## Awareness, Impact and Results

### Building a Body of Knowledge

#### ILLUMINATING THE MIDDLE MARKET

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

### Connecting Executives

#### PARTICIPATED IN 400+ MIDDLE MARKET EVENTS NATIONWIDE SINCE 2012

### Activating a Community

#### DEEPER CONNECTIONS WITH KEY PARTNERS

Including Ohio Chamber of Commerce, MES IT Leadership Network, Association for Corporate Growth, The Chamber of Commerce for Greater Philadelphia and Greater Cleveland Partnership

**MIDDLEMARKETCENTER.ORG**

