



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