

Executive Recruitment, From the March 1, 2002 print edition

Online recruiting gets boost

Jill Lerner

Fidelity Investments, already one of the biggest employers in town, is hoping to help other companies find staffers with the aid of San Francisco-based Recruitsoft Inc., which makes staffing-management software.

By the end of the first quarter, the Boston-based mutual fund giant, through its Fidelity Employer Services Co. division, will offer clients a web-based recruiting service.

The offering, called Fidelity Hiring Management System, is designed to help human resources and staffing professionals manage the entire recruiting and hiring process electronically.

The service will be powered by Recruitsoft, which, although based on the West Coast, will no doubt soon become intimately familiar with the needs of Boston-area staffing personnel.

Last week, privately held Recruitsoft announced the appointments of two Fidelity executives to its advisory board: Edward Baker Greene, Fidelity's vice president for talent acquisitions; and Janice Deter Piscitelli, senior vice president of Fidelity Employer Services Co.

Also appointed to Recruitsoft's advisory board was Gretchen Swan, former director of corporate human resources for Gillette Co., another Recruitsoft corporate client.

Piscitelli said her company began looking to expand into recruiting management last spring, and after due diligence, it completed negotiations with Recruitsoft last July. The product allows recruiters to create job descriptions, post positions, track applicants through the hiring process and create offer letters, she said.

Piscitelli would not disclose whether Fidelity had made an investment in Recruitsoft.

In related events, Recruiting Trends, a newsletter published by Fitzwilliam, N.H.-based Kennedy

Information, reports that executives from 18 large American companies, including Natick-based Boston Scientific Corp. and Lexington-based Raytheon Co., have created the nonprofit E-Recruiting Association, an organization dedicated to corporate-recruiting issues.

The group recently launched the web site DirectEmployers.com to match job candidates with potential employers' web sites.

And speaking of online recruiting, Boston-based recruiting network Experience.com last week was tapped by Teach for America to help the organization double its size by 2005.

Teach for America is the national corps of recent college graduates in all academic majors who commit to two years to teach in low-income urban and rural public schools. A Teach for America spokeswoman said the organization hopes to ratchet up its ranks to nearly 4,000 over the next three years.

The parties would not disclose the exact value of the contract but confirmed it was in the five figures.

Experience.com was created in January 2000 as the result of Ivy Productions and Crimson Solutions and has since raised \$50 million from firms including lead investor Waltham-based Polaris Venture Partners.

The Experience eRecruiting Network for Employers connects to a university network, giving employers access to more than 2.5 million potential candidates, according to the company.

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