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June 28, 2005

dot-jobs interview

- by [Joel Cheesman](#)

I recently sat down with [Ray Fassett of .jobs](#) to check on the progress of launching the new domain. Here's a taste:

1. You've just completed your first week of launch of .jobs. How's it going so far?

A. We had a number of concerns leading to the launch date, not least of which is the fact we needed to take every reasonable precaution that new applications could be accepted, from anywhere in the world, and through a network of registrar re-sellers without any sort of hitch. I am quite pleased that the technical interoperability of .jobs has launched smoothly and take my hat off to both our development team as well as those of the many registrars cooperating with us via the technical back end functionality.



2. Are you seeing a lot of interest? It's not clear that the global HR community is aware of .jobs.

A. I think that there is some truth to this, and not unexpected. Speaking to a global audience of different cultures and languages is a daunting task in and of itself. The important thing for us right now is to deliver a clear and consistent message about the companyname.jobs product and continue to broaden this messaging to the wider audience through the course of time. This isn't a horse race. For example, we are now in our Trade Name period, a specific period of time to accomplish specific objectives that is really of most interest to large corporations while also not exclusionary to any employer large or small. We've seen a high amount of participation by large employers from around the world so I think we've done an adequate job on this front so far, and will continue to improve as we go along.

3. When you say "high amount of participation," do you mean that the volume of requests you have received thus far are what you had expected?

A. Well, it's only been the first week but I can say I have lost our internal pool of how many would apply in the first week. I undershot. But I have another chance for the end of the first month and, to be honest, I hope I lose that one too for the same reason. The registrars participating with .jobs have really done an outstanding job thus far, communicating directly with customers about the companyname.jobs product.

4. Can you name some of the employers applying for .jobs in the first week?

A. You know I am looking at this constantly ... but to name a few household names off of the top of my head...Hard Rock Café, Sheraton Hotels, General Motors, Intel, Exxon, FedEx, Audi, Bloomingdales, Kraft, Amazon, Mitsubishi, Google...a real wide assortment crossing many industries and geographic regions.

And there's more where that came from. [Click here for the entire interview.](#)

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