



## CountingJobs acquires NowHiring

---

Tuesday 6th May 2008 12:22 pm EST

In a major change in the niche job board landscape, successful niche board operator CountingJobs has acquired the NowHiring group.

[CountingJobs](#) was launched three years ago by IT systems developer Mike Thomas, who then went on to launch FinancialPlanningJobs, FundsManagementJobs and RetailBankingJobs. He managed to grow the boards' traffic and job numbers quickly by entering into alliances with key industry associations and specialist media.

The [NowHiring Group](#) which includes global niche boards such as SAPCareers.com, OracleCareers.com, DynamicsCareers.com and Gurus.com.au, was launched by IT consultant and recruiter Brett Iredale in 2002.

Iredale spent 10 years specialising in SAP and accounting software implementation, before launching IT recruitment company IT Gurus. He started the NowHiring range of job boards in 2002 and went on to launch the JobAdder job posting platform in 2006.

Iredale and his team will now focus solely on the [JobAdder](#) business.

Neither party would comment on the acquisition price, but Iredale described it as a "significant amount" and "one of the biggest job board acquisitions to happen in Australia".

He told *Shortlist* that the decision to sell was based on his desire to focus on the growth of the JobAdder business, and the fact that another operator might be able to devote the resources needed to push the NowHiring range of boards to the next level.

Mike Thomas said the acquisition positioned CountingJobs to expand further into global niche markets. He said CountingJobs (which uses a pay-per-ad casual and package pricing system) would be reviewing the NowHiring pricing model, which is based on a membership model offering unlimited ad posting and resume searching.

CountingJobs would also look to migrate its boards onto the NowHiring platform over the coming year, Thomas said.

He said niche job boards were starting to gain real traction with Australian recruitment companies and large direct employers, and many of these were now dropping one or two of the large generalist boards to focus more budget in specialist niches.