

The History of Sourcing

It all started with a simple question.

“Jim,” they asked me, “who created the sourcing industry?”

I blinked my eyes twice as they anticipated an answer that would not come. I had to confess that I had no answer; not even an inkling on how to respond. My ego started tapping me on my shoulder.

“Hey Searchologist!” It said to me. “How can you not know the answer to that? Aren’t you like the champion for the Sourcing industry?”

So I made that person a promise that I would research it for the sake of answering their query and my own curiosity. The more I researched the origin of the Sourcing industry and the players involved, the more I discovered that I needed some help. All that being said, I would like to solicit the assistance of my readers and anyone else who happens along this request.

What I want to do is this:

1. I want to research the history of the Sourcing industry to include Names Sourcing, but slanted mostly towards Internet Sourcing.
2. Once I have gathered all this information, I will publish it as a part of a new book I am working on and sell it from my website.
3. As an incentive for assisting me, **everyone who subscribes to my blog** and contributes to this project will get a free PDF version of my book **before it goes on sale** later this year.

Interested? Keep reading...

- I would like for you to respond to my survey by clicking this link and answering all of the questions and leaving comments as appropriate. The deadline for filling out the survey is **July 31, 2007** at midnight.

[Click here to fill out the survey online](#)

As a preview of things to come, I would like to share with you a timeline of my notes in progress. What I have done (well, myself and a few others) is created a list of Sourcers (Phone and Internet, but mostly Internet) that have been active in research as a career for an extended period of time, trained others in how to research the internet (or with the phone) and created a business around internet research. **I KNOW** I have left some folks out which is why your filling out the survey is so important. I also know that some will argue against some of my research which is why I used (pretty heavily) **The Wayback Machine** to serve as a neutral third party. For those of you who are unfamiliar with The Wayback Machine, it is a website that archives the internet. It literally, attempts to save EVERY website that has been online since... umm... not sure when, but at least as far back as the **1980's** where I found some of my data.

I think as you read through my timeline of notes that you will be pleasantly surprised in realizing that Internet Sourcing has been alive and well and thriving for a very long time. I wonder, where you will fit in the final analysis of things? Time will tell. For now, here is what I have. More to come later this year.

Enjoy!

-Jim Stroud
www.JimStroud.com

The History of Sourcing - Timeline (Draft)

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1985

(The original Names Sourcer?) **Constance “Conni” C. LaDouceur** founded ExecuQuest in 1985 after 5 years with Heidrick & Struggles, Inc. ExecuQuest provides efficient sourcing solutions in all industries and functions, nationwide and abroad, via original telephone identification of qualified individuals and a passion for the hunt.

Source: <http://web.archive.org/web/19991001092416/http://www.eqcresearch.com>

1986

Brentwood Group is created as a research firm specializing in Namesourcing (over the phone) and later incorporating internet sourcing.

Source: <http://www.thebrentwoodgroup.com/>

1987

Professional Research Services (PRS) established. (Primarily Phone Research)

Source: <http://www.prs1.com/>

1990 - 1992

Bill Warren used CompuServe and Prodigy for communicating job vacancies. Quote: “When I was VP-Industrial Relations for Admiral Division of Rockwell International we had used CompuServe and Prodigy for communicating job vacancies between different Rockwell plants and divisions. When the Internet opened up to commercial use in 1992 I realized it had great potential for recruiting and employment.”

Source: <http://www.internetinc.com/Meet-Online-Recruiting-Founder-Bill-Warren>

1991

Duffy Research was founded in 1991 by Kathleen Duffy Ybarra. Research and recruiting firm specializing in sourcing and qualifying candidates, verifying background information and conducting exit interviews.

Source: http://web.archive.org/web/20021207133812/duffyresearch.com/internet/about_us/get_to_know_us.htm

1991

Steve Diedrick creates Redmond Research

Source: <http://web.archive.org/web/20010331204034/www.redmondresearch.com/pages/aboutredmond.html>

1991

Carl Kutsmode uses the Internet as a strategic recruiting resource. He would later create The Tiburon Group.

Source: http://web.archive.org/web/19991012193127/tiburongroup.com/how_management.htm

1992

Bill Warren founded the Online Career Center (OCC), the first employment site on the internet.

Source: <http://www.internetinc.com/user/62>

5.7.1994

CareerMosaic was founded. It is eventually purchased by Careerbuilder.

Source: <http://www.networksolutions.com/whois/results.jsp?domain=careermosaic.com>

7.18.1994

The Monster Board was founded

Source: Network Solutions

1995

OCC sold to Monster

Source: <http://www.internetinc.com/user/62>

1995

Monster Board is purchased by TMP and is renamed "Monster.com"

10.31.1995

CORS, Inc. an internet recruitment research firm is established.

Source: <http://web.archive.org/web/20000201180222/http://www.cors.com/owl.htm>

12.15.1995

RTA begins selling Recruiting and Research Services

Source: <http://web.archive.org/web/19961114065431/http://www.rta-recruiting.com/>

8.12.1996

Barbara Ling establishes Lingstar Consulting Services.

Source: Network Solutions

1996

Tiburon Group is founded as an Internet Recruiting Consultancy. Management is listed as: Carl Kutsmode (Principal and Founder), Karen Osofsky (Principal) and Michael L. Jackson (CFO)

Source: <http://web.archive.org/web/19991122094749/tiburongroup.com/why.htm>

1996

Glenn Gutmacher develops an interactive seminar which later evolves into Recruiting-Online.com

Source: <http://web.archive.org/web/20000305035650/http://www.recruiting-online.com/resume.html>

1997

AIRS is founded.

Source: <http://web.archive.org/web/19990909171331/airsdirectory.com/company/>

3.00.1997

MCI creates the first corporate group dedicated to internet recruiting. Members include: Jim Rock, Carla Cavender, **Jim Stroud** and Rachel Platt under the leadership of Danny Thomas.

Source: First-hand account

4.2.1997

HeadHunter.net is established as a free resume database.

Source: <http://web.archive.org/web/19970402070414/www.headhunter.net/info.htm>

6.22.1997

HTC Research Corporation established as a Recruitment Research firm.

Source: <http://web.archive.org/web/19980524204647/http://www.htcresearch.com>

8.00.1997

Jim Stroud creates a short-lived resume marketing and recruitment research firm called "Resumax."

Source: <http://web.archive.org/web/19990503152722/www.resumax.com/index.html>

9.00.1997

Glenn Gutmacher establishes Recruiting-Online.com.

Source: <http://web.archive.org/web/20001026224231/recruiting-online.com/resume.html>

1997

Bill Warren was awarded the 1997 Employment Management Association's prestigious Pericles Pro Meritus Award, an honor presented by EMA in recognition of being the founder of online recruiting on the Internet.

1998

OmniPartners is the first bi-coastal "recruitment research" firm. (Their research division was created in 1998?)

Source: http://web.archive.org/web/20011206193336/www.omnipartners.com/who_f.htm

1998

Claybrooke and Associates provides recruitment research training.

Source: <http://web.archive.org/web/19990208012230/http://www.claybrookeassoc.com/>

4.16.98

Trainor/Frank registers the domain - OnlineRecruiter.com

Source: Network Solutions

5.18.1998

Judy West, Internet Researcher and Trainer, establishes Cyberrecruitingsecrets.com.

Source: <http://www.linkedin.com/in/judywest>

4.12.1999

Brett Hollander establishes NetRecruiter.net

Source: Network Solutions

4.30.1999

Brett Hollander publishes Sourcerors Apprentice, a newsletter for Internet Researchers. It quickly becomes an industry standard for Sourcers worldwide.

Source: <http://finance.groups.yahoo.com/group/SourcerorsApprentice/message/1>

5.3.1999

Duffy Research is created. (The original team includes: Cathy Wilson, Carrie Coward, Patricia Buckley, Linnea Heitzman and Jaime Barrett-Thurston.)

Source: Network Solutions

6.30.1999

Recruitment Research Associates (RRA) is founded by Catherine Pringle.

10.13.1999

Brett Hollander offers classes in "Internet Recruiting Strategies."

Source: <http://web.archive.org/web/19991009121434/cyberspace.simplenet.com/netrecruiter/clsub7.html>

10.00.1999

Shally Steckerl establishes JobMachine.

Source: http://web.archive.org/web/20030227201443/http://www.jobmachine.net/shally/ShallySteckerl_RecruiterResume.htm

1999

The CRS Edge is founded by Danny Thomas, Jim Rock and Barbara Goodfellow as a Recruitment Research firm.

Source: <http://web.archive.org/web/19991112080643/www.thecrsedge.com/home.html>

1999

Otis Collier creates industry buzz with his "Otis Bonus" tips during his tenure as an AIRS trainer. He later goes on to co-write the first edition of the AIRS' "Find Diversity Candidates" course

Source: First-hand account

2000

Rob McIntosh introduced video as a recruitment tool when he profiled Microsoft employees on the Microsoft Canada website.

3.1.2000

Handler.com advertises its internet recruiting service

Source: <http://web.archive.org/web/20000301205713/http://www.handler.com/>

7.00.2000

Suzy Tonini is a Sr. Internet Researcher for MRI.

Source: <http://www.linkedin.com/in/infosourcer>

9.12.2001

James Duran and Frank Goudaillier founded DuranHCP and offer Internet Recruitment Training.

Source: <http://web.archive.org/web/20011116184534/http://www.duranhcp.com/>

6.13.2002

AG Research, a contract research organization founded.

Source: Network Solutions

6.26.2002

Amybeth Hale – “Research Goddess” begins her research career at JSI (Jonathan Scott International)

Source: First-hand account

3.12.2004

Gretchen Ledgard and Zoe Goldring create the first Corporate Recruiting Blog – “Technical Careers at Microsoft.”

4.30.2004

Barry Geiman created SOURCING Techniques and Methodologies Group on ERE

Source: <http://www.ere.net/search/default.asp?STARTREC=900&MAXRECSTOUSE=100&SEARCHMODE=FORUM&SEARCHGROUPID={9777E8AC-7950-4763-9729-4FF8D59EFE05}&SS=more%20group%20discussions&>

10.19.2004

ASK Maureen (Sourcing/Research HELP) Group started on ERE

Source: <http://www.ere.net/search/default.asp?STARTREC=1300&MAXRECSTOUSE=100&SEARCHMODE=FORUM&SEARCHGROUPID={A2DC66B2-0F9E-4905-AD80-BD977BFA51DD}&SS=more%20group%20discussions&>

11.16.2004

Shally's Elite “Cybersleuthing” group started on ERE

Source: <http://www.ere.net/search/default.asp?STARTREC=100&MAXRECSTOUSE=100&SEARCHMODE=FORUM&SEARCHGROUPID={078094C1-129A-4C36-86D1-674BC577A3A4}&SS=more%20group%20discussions&>

1.13.2005

The word “Searchologist” is introduced to the industry.

Source: <http://www.ere.net/blogs/CyberSleuthing/4A6291730C064A76AD07AB555B851A34.asp>

2.04.2005

The infamous Rob's Dog Challenge. Two people solve the puzzle before one of the contestants exposes the answer online thereby ending the challenge.

Source: <http://blogs.msdn.com/jobsblog/archive/2005/02/04/367243.aspx>

4.01.2005

Rob McIntosh recruits an elite sourcing team of experts that throughout his tenure included: Shally Steckerl, Jim Stroud, Glenn Gutmacher and Brett Hollander for the Microsoft Corporation.

7.11.2006

Dave Mendoza creates “SixDegreesFromDave.com

11.1.2006

Jim Stroud blatantly rips off Rob McIntosh's idea and creates a sequel to the “Find Rob's Dog” challenge. 13 people solve it before the contest is ended a month later.

10.13.2006

Ritesh Nair creates "Researcher Secrets"

11.27.2006

AmybethHale.com is created

2.00.2007

Michael Notaro creates the blog – "Feed The Beagle"

4.00.2007

Moises Loipez creates the blog – "Sourcing Corner"

5.9.2007

Microsoft buys into Careerbuilder

September 11-13 2006

SourceCon – the premier conference for the Sourcing industry debuts.

Source: <http://www.sourcecon1.com>

I appreciate your time, consideration and input!

I LIKE TO NETWORK

via **Linkedin:** <http://www.linkedin.com/jimstroud>

via **Email:** jimstroud@jimstroud.com

via **Yahoo Instant Messenger:** jimmystroud

via **Phone:** 770-912-4300

www.JimStroud.com

