



Keith Potts

I'm Keith Potts, chief executive of Jobsite Group. Share my success story.

I'm a believer. I got my first taste for business in the playground - making money out of trading cards. Even the failure of my car wash company in my teens didn't deter me.

Today, the Jobsite network is one of the UK's leading online recruitment site and we're expanding - with the help of A&N International Media.

Seeing the potential of the Internet as a consumer tool in 1995, we built the business from the ground up. At launch, the UK had just 40,000 Internet users. This year a new record was set by Jobsite when over 220,000 candidates applied online in a single week.

I tried stepping back when we sold Jobsite in 2004 to DMGT. But I'm a businessman. And now as part of a major international media organisation we're looking to build upon our exceptional domestic success on a worldwide basis.

While talent and people are important, other criteria must be met before we invest. Evidence of fast growth and a demonstration of business acumen are a must.

By setting revenue and profit margin requirements we know that our investment and brand will be in good hands.

We share with A&N International a de-centralised approach and a belief in preserving independence and culture. And that's what we look for when considering new acquisitions and developing business relationships, in order to grow further.