

## Look Who's Talking

By: Christian Moises, News Editor | March 10, 2008 | 0



Jeff Taylor (Photo by Christian moises)

Age: 47

Family: fiancée, Anna; and children Ryan, 19, Brooke, 16, Cole, 13

Education: bachelor's degree, University of Massachusetts; and certificate, Harvard Business School, Harvard Executive Education

Hometown: Needham, Mass.

When Jeff Taylor graduated from college, the Internet as we now know it didn't exist.

"I didn't have that opportunity," Taylor said, who considers himself the person to plan the party, motivating large groups of people. That led to the creation of the job-posting Web site Monster.com, the 454th registered domain.

"My experiences came together and it just so happened as the Web was in formation. You can call it luck but I was in the right place at the right time."

Taylor stepped down from his "Chief Monster" position in 2005 but he's still planning the party with his latest venture, Eons.com, a social networking site like MySpace that targets baby boomers and promotes the daily Web experience.

What would you tell someone starting a Web site?

You need a big idea. There's 30 million Web sites. The idea of if you build it, they will come is a misnomer. If you build it and you've built the right kind of product and put yourself out in front of your brand, you're setting yourself up for a chance to succeed.

Are you a MySpacer or on Facebook?

MySpace is my preference for music (Taylor is also a DJ), but I'm not a Facebook user. I was thrown off Facebook for marketing too hard, whereas MySpace embraced the idea that I have a pretty heavy branded presence and marketing goals to propagate my DJ brands. I couldn't figure out the right angle on Facebook to make that happen.

With Eons targeting a baby boomer generation that didn't grow up with computers and the Internet, were there major concerns?

There is concern. I still have what I consider early adopters. A lot of the characteristics of when Monster was the No. 5 reason to get on AOL, I feel like we're in that same environment again, where baby boomers have had their first Web experiences by going to Google or buying their travel at Travelocity or Expedia. But they haven't had that daily Web experience, where you're spending more than 20 minutes a day communicating with friends in a new medium other than e-mail.

What's next?

I'm excited about the smaller screens. I'd have to do my presentation on a laptop but I can easily have my presentation on the next advances of the Blackberry. The mobile platform is ubiquitous and yet underperforming compared with the other screens such as TVs, PCs or laptops.

Many people feel mobile technology leaves them accessible at all times. Is that good or bad?

It seems to me it's the always-on, always-with-us device whereas we're still about this idea you need to go to your station. I love it. I used to spend an hour every morning doing e-mail. It was the most inefficient way to do it.