

KATHY MASERA
PUBLISHER, CALIFORNIA JOB JOURNAL

BIOGRAPHY

Recognized as one of California's leading employment experts, Kathy Masera cites three reasons for her success: instinct, hard work, and a passion for excellence. For her, nothing is more important than maintaining the quality and reputation of her multi-faceted employment services company.

Unique among such publications, the Job Journal helps job applicants identify suitable employment opportunities through fact-filled job listings that make conventional want ads pale in comparison. Masera's concept is as straightforward as the publisher herself. Instead of charging employers by the line like conventional newspapers, she provides a generous block of copy for one rate, allowing employers to fully describe a job opportunity. Twelve years after she introduced this novel concept, it was adopted by recruitment websites worldwide, including Monster and CareerBuilder.

Masera started California Job Journal in her home in 1982. From an initial pressrun of 500 copies, the paper's readership has climbed to more than 220,000. Along the way, Masera has strategically branched out her enterprise to include a broad range of employment services. The company's HIREvents division serves employers and job seekers alike with job fairs in Sacramento, the Central Valley and the Bay Area. In 1998, Masera's company went online with JobJournal.com. The website's 'CareerClix' functionality and huge library of articles on employment make it a favorite among career counselors and jobseekers.

Masera has dedicated 40 years to the employment industry, including 14 years in personnel recruiting, managing two employment agencies, a stint as placement director for a vocational college, and five years as a legislative liaison to the California State Legislature for the California Association of Personnel Consultants. She served as president of the National Association of Women Business Owners (NAWBO) Sacramento Chapter (1999-2001) and was named the association's 'Businesswoman of the Year' in 2007. She is also a long-time member of the Association of Free Community Papers.

Today, Masera manages a successful, multimillion-dollar enterprise designed to help people find satisfying work, and employers find outstanding people. Masera's vision of a better way to serve job seekers and employers has been taken to heart by her talented staff, who take pride in setting new standards of excellence in the employment industry.