

BabySpot.com Partners with ChiefMomOfficer.org to Hire Chief Mom Officer

By Jessica Smith, www.ChiefMomOfficer.org

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Candidate selected will provide marketing, business development, and community management for BabySpot.com

MIAMI – BabySpot.com (<http://www.babyspot.com>) announced today that the social networking site for moms will partner with Jessica Smith, Founder of ChiefMomOfficer.org (<http://www.chiefmomofficer.org>) to hire a Chief Mom Officer. This high-level, family-friendly, flexible role will be part-time in nature. The candidate selected for the Chief Mom Officer position will be responsible for marketing, business development, and community management for start-up BabySpot.com.

The recruitment and hiring process will be managed by Jessica Smith on behalf of James Rivera, Chief Operating Officer of BabySpot.com and Zameer Upadhyia, Chief Executive Officer of BabySpot.com. Ms. Smith has chosen Standout Jobs (<http://www.standoutjobs.com>) as the hiring software platform for ChiefMomOfficer.org. Candidates that would like to be considered for this open position should visit the ChiefMomOfficer.org site for more information. The candidate selected will receive free coaching from Jessica Smith upon starting in their new role.

"BabySpot.com started out of a necessity for my co-founder, James Rivera and his wife, Monica Rivera, to have a safe and secure outlet to share their first son, Danny's, pictures. As more moms and dads join BabySpot everyday we realized that there was a crucial need to hire a Chief Mom Officer who could help guide, lead, and provide assistance to our community members, says Zameer Upadhyia, CEO, BabySpot.com, "We are excited to partner with Jessica Smith and ChiefMomOfficer.org. Jessica is the leading Chief Mom Officer expert and the opportunity to partner with her is extremely exciting for us and one that we know will bring great value to each of our members. It is with great excitement and anticipation that we look forward to interviewing and selecting our first Chief Mom Officer."

BabySpot.com allows users -- specifically parents -- to create profiles that give them the ability to post news and pictures of their children for fellow parents and family members to see. The prevailing sentiment is that not everyone can completely appreciate the sublime joy of becoming a parent, but Babyspot.com brings together the people who do.

"I am excited to partner with BabySpot.com, one of the first adopters of the Chief Mom Officer concept. By hiring someone who can reach out to their target market in a genuine and authentic way, BabySpot.com will further it's positioning as the premiere social networking site for parents, their children, family, and friends," says Jessica Smith, "Assisting them in the recruitment, hiring, and coaching process as they bring a Chief Mom Officer on board is something I am thrilled to be a part of and it is my hope that other companies follow suit."

Since launching in January 2008, BabySpot.com has teamed up with organizations, such as StorkAvenue.com and Wishpot.com, enriching the experience for it's rapidly growing user base.

For more information, please visit www.babyspot.com or www.chiefmomofficer.org.

About BabySpot.com

BabySpot.com launched January 2008. BabySpot emerged to revolutionize the way families and parents interact with one another. Parents create profiles for their children that allow the world to watch them grow

each day. The site offers blogs, videos, pictures, comment features, and parenting-based content. For more information, visit www.BabySpot.com

About ChiefMomOfficer.org

ChiefMomOfficer.org was created by Jessica Smith after being hired as Chief Mom Officer for social shopping site Wishpot.com. Those who would like to become Chief Mom Officers as well as the companies interested in hiring them. The site and its associated resources make the vision of leveraging the untapped professional experience of mothers who have decided to stay home to care for their child(ren) a reality.

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Chief Mom Officer. Don't Target Moms without One.

ChiefMomOfficer.org provides consulting and related services for companies wanting to hire a Chief Mom Officer and parents who would like to become one.

Be One. Hire One.

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