

InterViews Online

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A Point of View Industry Review

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Mandrake, one of Canada's foremost executive search firms, is pleased to provide you with our monthly online newsletter.

Each issue focuses on strategies for the emerging to experienced professional. Also included is an activity summary for both Talent (executives on the move) and Corporations (stock quotes).

- InterViews Online is part of a coordinated, multi-tiered initiative that delivers on Mandrake's mission statement: *Causing Organizations and People to Fulfill their Purpose.*



Oct. 2001

If your e-mail software is not showing the full graphics of this newsletter, we encourage you to check it out on our website at <http://www.interviews-online.net>.

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Like all of you, over the course of the last several weeks, we have witnessed the horrific events in the United States and their ensuing aftermath. On behalf of Mandrake, I wish to convey our deepest sympathies to anyone who may have been affected by these incidents.

Stéfan Danis, President & CEO



Where does your marketing career go next??? Find out at *Career Crossroads*, a breakfast forum hosted by Frank Huggins of Mandrake and the Toronto Chapter of the American Marketing Association. Click on the AMA logo to find out more and register!

A Point Of View

Welcome to InterViews Online!

InterViews Online is a service provided by Mandrake to assist you in augmenting and developing your own strategies for success in today's modern workplace.

A Point of View will alternate between delivering an opinion on effective career management, and featuring a selection of articles we have chosen with relevant information.

We hope you enjoy this month's selection.

Sincerely,

Stéfan Danis
President & CEO
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BE YOUR OWN BOSS

Taking charge of your own career destiny is one of the most important elements in achieving success. This article from *Careermag.com* offers a range of methods to help you learn how to take this initiative in your professional life.

These techniques include:

- Seeing the big picture
- Learning from your mistakes
- Taking responsibility for your actions
- Making suggestions
- Choosing when to take initiative and when to back down
- Being a good leader

- Getting others to help you
- Learning to say "no"
- Deciding what's important
- Improving your marketability.

To become your own boss and read the full article, click on the link below.

[Be your own boss](#)

MOVING UP THE LADDER: 10 STRATEGIES FOR GETTING YOURSELF PROMOTED

Another important element in successfully creating and managing your career is learning how to develop an effective promotion plan for yourself.

This article from *Quintessential Careers* presents 10 major strategies that should be incorporated into a promotion plan. They include:

- Developing mentoring relationships
- Quantifying results
- Practicing self-promotion
- Establishing a bond with your boss
- Acquiring new knowledge and skills
- Building your network
- Asking for more responsibilities
- Acting professionally at all times
- Being a team player
- Creating your own opportunities

To read the full article and learn more about developing your own promotion plan click on the link below.

http://www.quintcareers.com/getting_promoted_strategies.html

COMMON OFFICE MISTAKES

When many of us think of on-the-job errors, we tend to refer to the larger more obvious ones. But, as this article from *Careerbuilder.com* explains, even the smaller ones can be damaging.

The article profiles some of these more subtle office mistakes and how you can avoid and rectify them. They include:

- Not adapting to the company culture
- Assuming hard work is enough
- Relying too much on consensus or permission
- Not projecting a positive attitude
- Putting yourself above menial tasks.

To find out more about office mistakes that might be wreaking havoc on your career, click on the link below to read the full article.

http://www.careerbuilder.com/wl_work_9906_mistakes.html

We welcome your feedback on these articles. Please e-mail us at pointofview@mandrake.ca.

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Industry Review

A wrap-up of stock activity and major appointments, organized by industry.

T (Toronto Stock Exchange), M (Montreal SE), N (New York SE), Q (NASDAQ), V (Vancouver SE), A (Alberta SE), L (London SE)

COMMUNICATIONS

Courtesy of Mandrake

Appointment

- Howard Breen is promoted within Young & Rubicam to Chair & CEO of North American regions.
- Beverley Hammond to Veritas Communications' new business communications division as President.
- Janet Schoel and Laura Forester to Mosaic Group's Direct and Interactive division as Account Director of the Kraft account, and Lottery Director, respectively.
- Jim Herrler to Palmer Jarvis DDB as President of the Toronto office.
- Tom Wright to Envoy Communications Group Inc. as President and Chief Operating Officer.
- Pierre Vidal to Sponsorium International as Vice President, Business Development.
- Joan Faubert to Ellis Teichman Communications as Director of Client Services.
- Dana Kerr promoted within Grey Direct to Vice-President and Client Services Director.
- Nick Foglia to Interactive Marketing Concepts as Account Director.
- Molly Scotchmer to Saatchi & Saatchi as Account Director for Maple Leaf Foods, McNeil and So Good Food.

- Magda Zachara to Taylor George as Media Director.
- Lowe RMP has made several promotions. Martin Strazovec moves to Vice-President and Managing Director. Heather McDonald and Jeanette Lee Fritzier are promoted to Vice Presidents.
- John Pelozo to Bryant Fulton & Shee's Calgary office as Managing Director.
- Heather Hutchinson to ICOM as Director of Consumer Marketing.
- Adrian Taylor to Carlson Marketing UK as Managing Director.
- Shane Hilkwitz to Pattison Outdoor as Director of Finance.
- Marc Byron, the current CEO Paradigm Direct, takes on the additional role of COO of the Performance Solutions division.
- Ben Kaak to Mosaic Group as Chief Financial Officer.
- Jeff Lennard to Idea Machine as Vice President, Creative.
- Pete O'Neill to Loopmedia as Creative Director.
- Paul Ruta to Bensimon*Byrne D'Arcy as Vice-President, Group Creative Director.
- Steven Bochenek promoted within Lowe RMP to Creative Director.
- Markatel replaces its one Creative Director with five Creative Co-directors responsible for specific accounts. The newly appointed Creative Co-directors are: Alain Bourgeois, Gilles DuSablou, Jennifer Goddard, Marie-Christine Lévesque, and Andrew Morgan.
- Grace Marquez is promoted within GreyInteractive to Associate Creative Director.

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Email Us and let us know what you think about our wrap up of stocks and appointments in the communications industry!

CONSUMER GOODS

Courtesy of Mandrake

Appointments

- Brent Walker is appointed Director of Finance, Distribution for Molson Canada, Ontario and West Region. Sharon Fligel is appointed Director of Accounting Shared Services at Molson Canada.
- Anthony Bristow to André's Wines Ltd. as Chief Operating Officer.
- John Cahill, the current President and COO of Pepsi Bottling Group Inc., is named Chief Executive. Eric Foss is appointed President of the company's North American business.
- Anthony Ruys to Heineken NV as Chairman effective April 2002.
- Mark Peterson and Carolyn Tastad are promoted within Procter & Gamble Inc. to Director, Customer Business Development, SuperValu, and Manager, Customer Business Development, North Region, respectively.
- Ed Marra to Nestlé S.A. as President and Chief Executive Officer of Nestlé Canada Inc.

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Robert Fetherstonhaugh to Claridge Inc. as Executive Vice President.
- Joseph Heffernan, currently Director at Clairvest Group Inc., is named Chairman.
- Perry Truster is elected Chair of the Canadian Tax Foundation.
- Richard Nesbitt to the Toronto Stock Exchange as President, TSE Market Services Inc.
- Brian A. Hunt to the Institute of Chartered Accountants of Ontario as President and CEO.
- Gilles L. Chaput to BDO Dunwoody as Chief Executive Officer.
- The Canadian Institute of Chartered Business Valuators have made several appointments. Michael D. Bowie is President. Craig N. McDougall is appointed Vice President. And Christopher E. Lee is appointed Secretary/Treasurer.
- Jill Denhan promoted within the Canadian Imperial Bank of Commerce to Senior Executive Vice-President of Retail and Small Banking.
- Dan MacDonald to the Bank of Canada as Chief Administrative Officer.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Gerry Rivers to CGI as Senior Vice President, Banking & Investment Services.
- Ross Marsden to CGI as Senior Vice President and General Manager, Greater Toronto Area.
- Michael E. Roach to CGI as President, Canada and Europe.
- David Willis to Microsoft Canada Co. as Director of Small Business and Channels.
- James D. Foy to Davox Corporation as President, Chief Executive Officer and member of the Board of Directors.
- Dennis Durco to Interlink Networks as Chief Financial Officer.
- Tom Castanzo to GraphOn(R) Corporation as Managing Director of GraphOn's European Operations.

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Ed Candolini to Hitachi Data Systems as President of the Canadian operation.
- Mike B. Levine to META Group Inc. as President.
- Donald Sinnar to Spectrian Corp. as Vice President of Sales and Service.
- Robert Grossman to Telecom Computer as Executive Vice President.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Robert Bruce to Rogers AT&T Wireless as Executive Vice President and Chief Marketing Officer. He will also hold the title of President of Wireless Data Services.
- Serge Laporte to Boomerang Tracking Inc. as Vice President, Sales and Marketing.
- Larry Morgan to Infonet Services Corporation as President of Europe, Middle East and Africa (EMEA).
- Ashley G. Fernandes to PanAmSat Corporation as Vice President of Sales of PanAmSat's Pacific Ocean Region.
- Ken Martin to New Millennium Development Group, Inc. as Chief Executive Officer and a member of the Board.
- Roger J. Tinley to Telesat Canada as Vice President, Space Systems.
- William (Bill) Kelly to Novo Broadband, Inc. as Chief Operating Officer.
- John R. "Bo" Boedecker to Interelate, Inc. as Chief Operating Officer.
- Stephen Burke to vVault as President and Chief Executive Officer.
- David Moss to Canal+ Technologies as Chief Executive Officer.
- Domenico Vadala to Airslide Systems, Inc. as Vice President of Sales for its European operations.
- John J. Joyce to Ambient Corp. as Chief Executive Officer.
- Steve Bellamy to Wi-LAN Inc. as Chief Financial Officer.
- Gaston Germain to Cogeco Cable Inc. as Vice-President, International Development of the newly-formed joint venture Cogeco/SNC-Lavalin Broadband International.
- James Taiclet to American Tower Corporation (ATC) as President and Chief Operating Officer.
- Roger Woolley to e-talk Corporation as Vice President of Marketing.
- Christopher J. Davis to Safeguard Scientifics, Inc. as Executive Vice President and Chief Financial Officer.
- Christopher L. Davis to Captaris, Inc. as Senior Vice President of Global Marketing.

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