

# InterViews Online

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## A Point of View Industry Review

- Communications
- Consumer Goods
- Financial Services
- Internet Services
- Technology
- Telecom

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.*



Aug. 2002

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>.

### 30 To Watch: Marketing's Next Generation Mandate/Criteria:

Marketing Magazine is celebrating the future of marketing with our first *30 To Watch: Marketing's Next Generation awards*. 30 To Watch was created to encourage and celebrate the accomplishments of talented young marketing professionals and to promote the marketing sector in Canada. The men and women chosen by the industry as the 30 To Watch will meet the criteria as defined by Marketing Magazine:

- Marketplace innovation
- A marketing strategy or advertising creative
- Financial clout
- Influence/Leadership

Nominees must be 30 years of age or younger as of Dec. 31, 2002 and a Canadian citizen or landed immigrant. Nominations will be accepted from April 1 to April 26, 2002. The first judging panel, made up of human resources specialists, will narrow the list of nominees to a maximum of 120. The second panel, comprised of leaders in the marketing sector will select the 30 winners. The 30 To Watch: Marketing's Next Generation will be announced in Marketing Magazine's August 26, 2002 issue.

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## 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,

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**BREAKTHROUGH NEGOTIATION: DON'T LEAVE IT ON THE TABLE**

Although negotiation is something organizations do every day, executives rarely adequately develop their negotiation skills, points out this article from *HBS Working Knowledge*. The article provides "seven principles of breakthrough negotiation" which can aid professionals in learning these essential business skills.

Principles include:

- Shaping the structure of their situations
- Organizing to learn
- Being masters of process design
- Fostering agreement when possible but employing force when necessary
- Anticipating and managing conflict
- Building momentum towards agreement
- Leading from the middle

To learn more about what makes a masterful negotiator, click on the link below to read the full article.

<http://hbswk.hbs.edu/pubitem.jhtml?id=2773&t=leadership&sid=0&pid=0>

## BEAT THE PROCRASTINATION BLUES

Although procrastination is a natural human behaviour, when delays often turn to crisis, procrastination has taken charge of your life! This article from *Business know-how* outlines three ways you can break the habit.

These strategies include:

- Designing a system to handle difficult tasks you continually put off.
- Determining if procrastination is signaling that you made a mistake in your choice.
- Determining if procrastination is a signal that the task is something you really don't like to do.

To learn more about how you can beat procrastination, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/procrastinate.htm>

## THE ULTIMATE GUIDE TO JOB INTERVIEW PREPARATION

There is no one "best" way to prepare for an interview, but strategies that can enhance your success, says the author of this article from *Quintessential Careers*. The article offers some best practice tips on the process to be ready for potential job interviews, steps to prepare for an actual interview, and follow-up protocol.

To read more about how you can make each and every interview the best experience it can be, click on the link below to read the full article.

[http://www.quintcareers.com/job\\_interview\\_preparation.html](http://www.quintcareers.com/job_interview_preparation.html)

We welcome your feedback on these articles. Please e-mail us at [pointofview@mandrake.ca](mailto: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

- Murray Johns to Corus Radio Toronto as Director
- Roxsanna Mobley to Corus Entertainment as Director, Domestic Licensing
- Art Reitmayer to Multivan Broadcast Corp. as President & CEO
- Jim Johnson to Alliance Atlantis Broadcast Group as Director, Advertising & Partnership Marketing
- Claude Foisy to Marketel in Montreal as Vice President, Client Services and Account Manager
- John Wright has been elected Chair of the Canadian Marketing Association's New Board of Director's
- Art Graddon to Critical Mass as Vice President, Client Services
- Cam Davis to Professional Marketing Research Society (PMRS) as President
- Jim Warrington to American Marketing Association Toronto as President
- Peter Bourke to Bates as Vice President, Media Director
- Derek Mager to Masev Communications Vancouver as Director of Research

- Lynn Bereza to Hewson Bridge and Smith as Media Director
- Joe Hospodarwc to Parallel Strategies as Director, Creative Services
- Geri Soulliere to Harris Douglas Strategic Marketing as General Manager
- Lorraine Doherty to Weber Shandwick Canada as Vice President
- Elizabeth Margles to Weber Shandwick Canada as Senior Vice President, Canadian Healthcare
- Carolyn Meacher to BBDO Toronto as Senior Vice President
- Lisa LaVecchia to Enterprise Creative Toronto as New Business Director
- David Kelso appointed Executive Vice President & Chief Creative Officer at MacLaren McCann Canada
- David Chant promoted to Creative Director at MacLaren MacCann Canada
- Pat Pirisi to Publicis as Creative Director
- Terry Chang to MediaVest Worldwide Toronto as Investment Director/Partner
- Nicole Bellam to Advertising Standards Canada as Director, Advertising Clearance
- Dan Stiavnicky to Spencer Francey Peters as Director, Digital Media
- Hy Haberman to True North Advertising as President
- Amanda Ploughman to Initiative Media Toronto as Executive Vice President
- Jeff Dack to Cossette as Copywriter
- Mark Puchala to Cossette as Art Director
- Darren Clarke to Downstairs Partners as Copywriter
- Benjamin Vendramin to Downstairs Partners as Art Director
- Brent Choi to Roche MacCauley as Senior Copywriter
- Jim Giorio to Manifest as Creative Director
- Benjamin Vendramin to Publicis as Senior Art Director

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Visit us on the web at [www.mandrake.ca](http://www.mandrake.ca) for more **appointments**, a selection of **career opportunities** and further information about Mandrake!

**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

- Philip Donne to Campbell Canada as President
- Ian Klarer to CAA as Director of Marketing
- David Meyers to President at Sleeman Breweries Ltd.

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Beth Horowitz to Regional President & General Manager at AMEX Canada Inc. and AMEX bank of Canada
- Phil Cunningham to Chairmanship of Mackenzie Financial Services Inc. at Mackenzie Financial Corporation
- Andrew Dalglish to President of the MRS Group of Companies at Mackenzie Financial Corporation
- David Feather to President of Mackenzie Financial Services Inc. and Executive Vice-President Marketing & Sales at Mackenzie Financial Corporation
- Laurie Munro to Executive Vice President of Strategic & Business Planning at Mackenzie Financial Corporation
- John Madden to Deputy Chairman Capital Markets Group, Scotia Capital at Scotiabank
- Irene Soboleski to Royal Bank as Senior Vice President, RBC Banking Technology

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## INTERNET SERVICES

*Courtesy of Mandrake*

## Appointments

- David L. MacDonald to Softchoice Corporation as President
- Sanjiv Purba to Blast Radius as Vice President, Production
- Mary Joan Walker to Blast Radius as Director, Client Strategy

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Cindy Pearson to SMART Toronto as President
- Wilf Leowrigkeit to OMERS (Ontario Municipal Employees Retirement System) as Vice President, Information Technology
- Peter Bruce to National Library and the National Archives as Director General, Information and Knowledge Management Technology
- Michel Brisson to President & Managing Director at SAP Canada.

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- Aaron Young to PCNET B.C. as Vice President, Sales & Marketing
- Gordon Duval to PCNET B.C. as Vice President, Operations

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