

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.*



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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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8 TIPS FOR ACING THAT INTERVIEW:

Preparation and planning are the keys to giving a winning interview. This article from *Career-Know-How* offers eight powerful tips to help you succeed at your next job interview.

- Research, Research, Research
- Dress comfortably and conservatively
- Treat everyone you come in contact with as the company as if they have the authority to hire you
- Make and maintain good eye contact
- If you are nervous, feel free to say so
- Ask questions - don't wait to be interrogated
- Make sure you indicate that you want the job
- Make sure you have several copies of your resume with you
- Follow up the interview - IMMEDIATELY - with a Thank-You letter

To learn more about how to give a successful interview, click on the link below.

<http://careerknowhow.com/interviewtips/8tips.htm>

BRAND YOU:
Market yourself for success

In the wake of the dot-com collapse of last year, people are now searching for ways to reposition themselves on the job market.

In this article from *FastCompany.com*, marketing veteran Robin Fisher Roffer, author of 'Make a Name for Yourself', offers advice on how to reboot yourself after a lay-off by creating a personal brand.

- Lose the Guilt
- Get a Slogan
- Walk the Walk
- Believe in the Sacred Trinity of Consistency, Authenticity and Clarity
- Move On

To get started on building 'Brand You', click on the link below.

http://www.fastcompany.com/invent/invent_feature/act_roffer.html

TAKING RESPONSIBILITY FOR TEAMWORK

Teamwork is not just a group process: it's a personal responsibility and skill. The author of this article from *Business-Know-How* outlines nine key steps for working responsibly with others.

- Develop your ability to respond
- Retain your personal power
- Increase your tolerance
- Experience judgments fully, then let them go
- Learn from every upset
- Master your intentions
- Live and Work on Purpose
- Open a new relationship with a contribution
- Be a 'present hero' by serving yourself and your team simultaneously

To learn more about how you can improve your teamwork skills, click on the link below and read the full article.

<http://www.businessknowhow.com/manage/respteam.htm>

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

- Chris Jordan to President and CEO of Young & Rubicam Canada.
- Harold Reiter to President and CEO at Maxxcom Inc.
- Gerry Frascione to CEO at BBDO.
- David Leonard to President at Vickers & Benson Companies.
- Jeff Finkler to Chairman and CEO at Ammurati Puris.
- Stephen Shaw to Vice-President, CRM Strategy at Go Direct Marketing.
- Barbara Smith to Vice-President and Group Account Director at Vickers & Benson Companies Ltd.
- Carl Huard to Senior Designer at Perennial Inc.
- Pierre Énard to Business Director at Perennial Inc.
- Guylaine Lessard to Business Director at Perennial Inc.
- Suzanne Sauvage to President, Montreal at Cossette Communication Group.
- Allison Phillips to Director, Consumer Technology Practice at BenchMark Porter Novelli.
- Mark Nusca to Director, Creative and Media Services Practice at BenchMark Porter Novelli.
- Allison Mudge to Director, Corporate Practice at BenchMark Porter Novelli.
- Sheila Corriveau to Senior Vice-President at BenchMark Porter Novelli.
- Lisa MacRae to Director of Traffic at Chum Television.

- Judy Ogrodnik to Vice-President of Finance at the Pattison Outdoor Group.
- Karen Lorimer to Vice-President of Sales and Marketing at Dovetail Communications.
- Jean-Sébastien Ouellet to General Manager at Epoxy Communications.
- Claudia Palucci to Director of Marketing and Communications at the Weather Network.
- Steve Meraska to Director of Business Development at Starcom Worldwide.
- Miriam Hoosen to Print Investment Director at Starcom Worldwide.
- Donna Smith to Out-of-Home Investment Director at Starcom Worldwide.
- Jeff Marchand and Michele Beaulieu to Chief Strategy Directors at Starcom Worldwide.
- Mac Penny to Vice-President, Government Relations and Public Affairs at National Public Relations.
- Charlene Nadalin to Vice-President, Television and Radio at News Canada.
- Glenn O'Farrell to President and CEO of the Canadian Association of Broadcasters.
- Nicola Moore to Account Director at Weber Shandwick Worldwide.
- Tracy Miller to National Account Manager at Toronto Life.
- Trevor McConnell to National Creative Director at Venture Communications.
- Lisa Wookey to Director of Marketing and Client Services at Chum Television International.
- Kathy Gardner to Vice-President of Integrated Media Research at CanWest Media Sales.
- Janice Mandel to Vice-President at Advance Planning/MS&L.
- Larry Smith to Publisher of the Montreal Gazette.
- Pierre Arthur to Director of Research and Marketing at La Presse.
- Chris Walker assumes role of President at HMV North America.
- Kathleen Bouchier to Senior Counsel in the corporate group at Optimum Public Relations.
- Louise Clements to Vice-President, Market Development at Bell Globemedia.

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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

- Tom Whitehead to Vice-President and General Manager, Food Service at Kraft Canada Inc.
- Daniel Hegarty to Vice-President, Retail Sales at Kraft Canada Inc.
- Nigel Miller to Director of Public Relations for Labatt Canada.
- Alain Bolduc to Vice-President, Public Affairs for Labatt-Interbrew North America.
- Bob Chant to Director of Public Affairs for Labatt Breweries of Ontario.
- James Villeneuve to Vice-President of Public Affairs at Labatt Breweries of Canada.
- Brent Scowen to Vice-President, Sales for Campbell Soup.

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Rudy R. Dabideen, CFA to Managing Director at Ashford Capital Canada, Inc.
- Neil Everett to Senior Vice-President at Aim Funds Management.
- J.E. (Joe) Brandt to Senior Vice-President, Retail and Small Business Banking, Maritimes at Scotiabank.
- Philip Taylor to President and CEO at AIM Funds Management.
- Cecil Smith to Senior Vice-President and Chief Information Officer at Maritime Life.
- Darren Entwistle to the Board of Directors at TD Bank Financial Group.
- Steve Howard to CEO of the Canadian Association of Insurance and Financial Advisors.
- Dave Thibaudeau to President of the Canadian Association of Insurance and Financial Advisors.
- Daniel Somers to Vice-Chairman at Blaylock & Partners.
- Gordon G. Thiessen to the Board of Directors of Manulife Financial.
- Ronald Lloyd to President and COO of Merrill Lynch Canada.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- James A. Ryan to CFO at CryptoLogic, Inc.
- Angela Schwecke to Director of Marketing for SAP Canada.
- Tom Smeenk to CEO, President and Secretary of e-Manufacturing Networks Inc.
- John Schwartz to President and CEO of Symantec.

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Serge Laporte to Vice-President of Sales and International Business at Boomerang Tracking Inc.
- Linda Farha to Vice-President of Marketing and Communications at Boomerang Tracking Inc.
- Bob Pozzobon to Vice-President and General Manager at J.D. Edwards.
- Michael Tremblay to Senior Vice-President of Operations for Canada at DMR Consulting.
- Richard R. Séguin to President of Pitney Bowes Canada Ltd.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Alan W. Saltzman to CEO, Utilities, at Avery Communications.
- Bryan Zwan to Chairman, President and CEO at Digital Lightwave.
- Michael Sabia to President and CEO of BCE and COO of Bell Canada.
- J.W. Braukman III to CFO at BTI Telecom.
- Angela C. Draskovic to Vice-President and General Manager of Canadian Sales at Zhone Technologies, Inc.
- Emmanuel Kostakis to Director of Sales, Wesbell Telecom Services at Wesbell Group of Companies, Inc.
- Dave Orr to CEO at Metro-Optix.
- Ben Verwaayen to CEO at BT Group.
- Terry Buckley to Vice-President, Retail Sales at Rogers AT&T Wireless.

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