

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.*



July 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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There may be no better way to research a company and network than through an informational interview, says this article from *Quintessential Careers*.

Informational interviews are designed to determine if a given employer is a good fit and to make connections within the company. The article explores the best ways to conduct informational interviews and what is important to obtain from them.

To learn more about how informational interviews can help you in your career development, click on the link below to read the full article.

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

10 STEPS TOWARDS A STRESS-FREE INTRODUCTION INTO MANAGEMENT

For many people stepping into the management role can be one of the most challenging experiences in their career. This article from *Business know-how*, offers ten steps to help successfully develop into a management role. They include:

- Be yourself
- Go steadily and steadfastly to begin with
- Talk to people, listen and gather information
- Ensure you get coaching and mentoring from your own boss
- Know the boundaries, policies and procedures
- Be available and visible
- Avoid favourites and ensure consistency and fairness
- Keep communication high and as open as possible
- Be pro-active and start to make your own decisions
- Encourage the team to work together
- And a bonus step: Take time out to relax and reflect

To learn more about how you can succeed in the management role, click on the link below to read the full article.

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

HOW TO SUCCEED WITH YOUR NEW BOSS

Building a solid relationship with a new boss is integral as they have the most impact on the success and failure of those under their management. This article from HBS Working Knowledge details the key methods to effectively "manage up" with a new manager.

These points include:

- Defining your goals
- Matching your requests for support to your situation
- Living by the golden rule - do unto others as you would have them do unto you
- Planning for various "conversations" which will occur as your relationship with your boss develops - situational diagnosis, expectations, style, resources, and personal development.

To learn more about creating a strong and lasting relationship with your new boss, click on the link below to read the full article.

<http://hbsworkingknowledge.hbs.edu/item.jhtml?id=2957&t=leadership&sid=0&pid=0>

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

- Jonathan Noyek to LeisureWorld as Director, PR & Bus. Dev.

- Norm St. Jules to Babcock & Jenkins as CD
- Norm Melamad to MacLaren McCann as VP
- Leslie Quinton to BCP Consultants as Dir.
- Brian Collinson to Cormack MacPhee as VP, CD
- Annette Borger to Cormack MacPhee as VP, PR
- Kai Kong Ng to Tostar Media Group as Dir. of Finance
- Gabrielle Free to Toronto Int'l Film Festival as Dir. Media & PR
- Andrew Pugsley to Brann Worldwide as VP & CD
- Marlene St. Jean promoted to VP, Sr. Acct. Dir.
- Donna Smith to Starcom Worldwide as VP
- Paula Howell to TBWA\Chiat\Day as GM
- Suzanne Carpenter promoted to Corus Ent. as GM
- Gerry Mackell replacing Suzanne Carpenter at Corus Ent. as VP, Sales
- Diane Burgess to Hill and Knowlton Cda. as COO
- Donna Brownrigg to Vickers & Benson as VP, Acct. Dir.
- Chris Legein to In Store Focus as President
- Michel Frappier to Ontario Media Development Corporation as President & CEO

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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

- Paul Lucas to TM Bioscience Corp or GlaxoSmithKline. as President & CEO
- Tom Hare promoted to VP, Mktg., Quaker Brands at QTG
- Doris Bitz to QTG as Sr. Dir. of Mktg., Tropicana Brands
- Sherry Niles promoted to Dir. of Mktg., Quaker Brands at QTG
- Heather Cress promoted to VP, Mktg, Christie Brands at Nabisco
- Edward Leon to Leon's Furniture as VP, Merchandising
- Terry Leon to Leon's Furniture as President & COO
- Bob MacNelly to Leon's Furniture as VP, Mktg.
- Dominic Scarangella to Leon's Furniture as VP & CFO
- Jean -Guy Goulet to Ratiopharm as President & CEO
- Terence H. Pace Simmons Canada as President & CEO
- Andrew Armstrong to Prizm Brands as VP, Brand Mktg.
- Jeff O'Brien to Disney Consumer Products Cda. as Mngng. Dir.
- Angie Francolini to McCormick Cda. as VP, Retail Mktg.
- Karim Lalani to Whirlpool as VP & GM
- Ron Frisch to The Cndn. Assoc. Pharmacy Distribution Mgmt. as Chairman of the Board
- Christina Bisanz to Cndn. Assoc. of Chain Drug Stores as President & CEO
- Jean-Pierre Hogue to Louis Garneau USA as Dir. of Sales
- Betsy Gallager to Scott's as Dir. of Mktg.

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Alain M. Bellemare to Pratt & Whitney Canada as President
- Keith Oosthoek to RBC Financial Group as Ombudsman
- David Hanna to Siemens Financial Services Ltd. as VP & GM
- Donald A. Wright to TD Bank as Deputy Chair
- Andrea S. Rosen to TD Bank as Vice Chair and to TD Canada Trust as President of the personal and commercial Bank
- Fredric J. Tomczyk to TD Bank as Vice Chair, Corp. Operations
- Riaz Ahmed to TD Bank as EVP and TD Securities as Chief Admin. Officer
- Bernard T. Dorval to TD Canada Trust as Deputy Chair
- Michael Foulkes to TD Bank as EVP, Commercial Banking
- Timothy D. Hockey to TC Bank as EVP, Retail Distribution
- J. David Livingston to TD Bank as EVP, Corp. Dev.

- Bharat Masrani to TC Bank as EVP, e.bank & TD Waterhouse Int'l
- Ian Wild to ATB Financial as SVP, Energy and Commercial
- Pat Krajewski to Scotia Bank as VP, HR
- Jane Rowe to Scotia Bank as SVP, Corp. Credit
- Winthrop H. Smith to AGF as Jr. Board of Directors
- Robert Chisholm to Cndn. Bankers Assoc. as Chair of the Exec. Council
- Andrew Yee to RBC Insurance as Dir. of Mktg.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Paul Evans to Generation 5 as COO
- Aldo Sperduti to Sharp Electronics as Dir. of Mktg.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Kim Warburton to Bell Canada as Deputy Dir., Government Relations/Business Dev.
- Dave Lahey to Telesat Cda. as VP, Network Services
- Debbie McLeod to Cygnal Technologies as VP, Sales & Mktg.
- Pierre Blouin to BCE Emergis as CEO

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