

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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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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WHAT WILL 21ST CENTURY CAREER SUCCESS LOOK LIKE?

The advent of technology, telecommuting and e-commerce means that the world of work will be in a constant state of reinvention. This article from *Quintcareers.com* offers some of the main characteristics of what the new work contract will look like, the many advantages it will offer and how professionals can successfully navigate the turbulent times of career uncertainty and change.

To learn the skills you need to survive the in the modern work force, click on the link below to read the full article.

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

WHY DON'T YOU WANT WHAT I WANT? THE THREE FACES OF RESISTANCE

Understanding the resistance that often accompanies presentations, visions for new products or services, and ideas can help turn opposition into support, says the author of this article from *Business know-how*. The author details three "levels" that resistance can take - "I don't get it", "I don't like it", "I don't like you" - and how to overcome them.

To read more about figuring out what is behind resistance, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/whatiwant1.htm>

PREVIOUS SALARY CAN BE JOB SEARCH OBSTACLE

The hefty salary increases many workers received while earning their experience during the past few years are now many times turning into liabilities when they seek new jobs, says this article from *Mcall.com*. The author details how to overcome these obstacles in the job search and interview process. To learn about how you can avoid allowing salary issues from disqualifying you from the career opportunities you desire, click on the link below to read the full article.

<http://www.mcall.com/business/local/all-salarymay20.story?coll=all%2Dbusinesslocal%2Dhed>

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

- Louis Versailles to Nielsen Media Research as VP, Canadian Organization
- Iain Lugman to Ontario Tourism Marketing Partnership Corp. as CEO & President
- Peter Moss to Corus Entertainment as VP, Corus Television
- Toper Taylor to Corus Entertainment as President, International Distribution, Marketing & Consumer Products
- Bill Hunt to Global Television as VP & GM, Specialty Television
- Claude Gagnon to Gesca as President & Publisher
- Doug Brooks to CBC Television as Marketing & Sales Officer
- Shelley Sutherland to Toronto's Rapp Collins as Creative Director
- Tim Kavander and Bill Newbery to Vickers & Benson Arnold as SVPs & Co-Creative Directors
- James Spence to TBWA/Chiat Day as Creative Director
- Paul Joyce to MC Direct & Healthcare as Creative Director
- Hagan Ainsworth to MacLaren McCann (West) as VP & Creative Director
- Heather Chambers to Leo Burnett as Creative Director
- Dean Marin to Spencer Francey Peters as Creative Director
- John Wright to The Loyalty Group as Chair of CMA
- Amanda Maltby to The Canadian Marketing Association as SVP, PR & Communications (Toronto)
- Sam Bornstein to Thornley Fallis Communications as VP & GM
- Randy Vogel to Anderson/BBD as Account Director
- Phillip Filippopoulos to BBDO Canada as CFO
- Ian Mirlin to Ambrose Carr Linton as Brand Development
- Rico DiGiovanni to Capital C as President & Partner
- Karen Henderson to Draft Worldwide as SVP & CFO
- Robert Morand to Deutsch as SVP & GM
- Norene Kimberley to i2i Advertising & Marketing as Director, Strategy & Business Planning (West)
- Carrie Oliver to Strateco as Group Account Director
- Marnie A. Spears to Ketchum Canada as President & CEO

- Diane Burgess to Hill & Knowlton Canada as COO

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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

- Eric Lucas to General Mills US as VP
- Craig Smith to General Mills as VP, Cereals
- Michael Lanctot to Saputo as VP, Marketing
- Bonnie Bunting to Molson as Director, Employee Communications
- Mark Wakefield to Unilever as Director of Marketing
- David B. Andrews to Smurfit-MBI as VP, Sales and Marketing

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Gilles Corriveau to Aon Reed Stenhouse as EVP & National Origination & Relationship Management Leader
- Dominic Mercuri to TD Canada Trust's Board of Directors
- Gary W. MacDonald to Scotiabank as SVP, Shared Services, Centralized Accounting and Administrative
- Judith Robertson to Barclays Global Investors Canada Ltd. as CFA, Managing Director
- Bob Brooks to Scotiabank as Sr. EVP, Treasury & Operations
- Sarabjit Marwah to Scotiabank as Sr. EVP & CFO
- Paul Haggis to Manulife Financial as EVP, Business Development & Credit
- Ladin Mawani to Boardwalk Equities' Board of Directors
- Robert Landry to Zurich North America as President & CFO
- Gary Gray to Munich Reinsurance Co. of Canada as CMA, VP Finance & CFO

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Monika Federau to Organic Online as Director, Engagement Management
- Michael E. Roach to CGI Group Inc. as President & COO
- Mira Shemtov to Sympatico-Lycos as Director, Sales & E-commerce
- Nathalie Boucher to Sympatico-Lycos as Regional Sales Manager

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Joe Messina to Borland Canada as Director, Sales Banking Vertical
- David A. Pratt to SAP Canada as CMA, SVP, Operations Global Professional Services
- Don MacIntyre to SAP Canada as RVP, Central Region
- Patrick Dunn to SAP Canada Inc. as VP, Business Partners
- Brenda McInnes to MTS as Treasurer
- Cheryl Barker to MTS Communication as President & COO
- David Rourke to MTS Advanced Inc. as President &COO

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Johnathan Barry to Fujitsu Consulting as VP, Telecommunications
- Karen Sheriff to Bell Canada's Board of Directors
- Ted Starkman to Rogers Broadcasting's Board of Directors
- Christopher B. Carty to Telus Corp. as EVP, Corporate Strategy & CMO
- Michel Rathier to Bell Canada as VP, PR
- Jim Nicolaou to Accutel as National Sales Director

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