

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,

Stéfan Danis
CEO and Chief Talent Officer
Mandrake
pointofview@mandrake.ca

Normand Lebeau
Directeur Général/ Associé
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

ANOTHER NEW BOSS?

Here's How to Cope

Corporate restructuring often leads to frequent changes at the Managerial level. This turmoil can derail an employee's career advancement.

According to this article by Joann Lublin appearing in *The Wall Street Journal*, you can outlast 'constantly changing chiefs' and excel at your job.

The following tips can help you survive and thrive:

Start by learning how to discern your latest supervisor's style and priorities quickly

Develop a strong working relationship among co-workers: this can help you shine

Maintain a positive attitude when your higher-up doesn't remain long enough to get to know you or give you a performance review

Make strong alliances with higher level officials

Be your own P.R. agency: don't be afraid to share your accomplishments with an upper-management mentor
To read the full article, click on the link below.

<http://www.careerjournal.com/columnists/managingyourcareer/20020109-managingyourcareer.html>

MAKE THE COMPANY MEET YOUR COMPENSATION NEEDS

Raise your value in the company's eyes by careful negotiation

Strategic negotiations with a prospective employer can make you appear to be a winning choice. This article appearing in *Wetfeet.com*, read tips on how you can leverage your negotiation power and get the compensation you deserve.

- Choose your Top Offers
- Establish your Priorities and Walk Away
- Do Your Research * Understand Your Negotiating Position
- Meet Your Hiring Manager in Person
- Get the full story by clicking on the link below.

<http://www.wetfeet.com/asp/article.asp?aid=93&atype=Negotiation>

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

- J.Paul MacMahon to Senior Vice-President, Planning and Integration at Brann Worldwide.
- Jay Bertram to President at TBWA/Chiat Day.
- Stefan Eyram to VP of Business Development, MethodMail at RareMethod Capital Corp.
- Scott Martin to Vice-President of Market Development, MethodMail at RareMethod Capital Corp.
- Laurie Laykish to Vice-President/National Account Leader at Cossette Communications-Marketing.
- Andrew Bergstrom to Senior Vice-President/ National Client Leader at Cossette Communications-Marketing. -
- Brian Collinson to Creative Director at Cormack McPhee.
- Tony Nichols to Creative Director at Tribal DDB Canada.
- Steven Creet to Chief Creative Officer at Cossette Communication-Marketing.
- François Forget to Vice-President and Co-Creative Director at Cossette Communication-Marketing.
- Rick Kemp to Executive Vice-President and Executive Creative Director of J. Walter Thompson, Chicago.
- Gilles DuSablón to Vice-President and Creative Director and Associate at Marketel.
- Sharon Rainey to Partner at The Courtney Group.
- Gary Fearnall to President of the IAB.
- Chris Carradine to Director of Advertising at Today's Parent Group.
- Tamara Costa to Vice-President, Brand and Marketing Counsel at belladonna communications.
- Richard Bridgman to Executive Vice-President, Sales at OMG Media.
- Bob Dawson to Vice-President of Interactive Development at Quarry Integrated Communications Inc.
- James Alexander (Sandy) Muir to Vice-President, Marketing and Sales.
- Tony Russell to Senior Brand and Marketing Strategist at Sonic Boom Creative Media.
- Ron Clark to Senior Vice-President of the newspaper division at CanWest Media Sales.
- Ken Johnson to Senior Vice-President of TV Sales Division at CanWest Media Sales.
- Suzanna Mandryk to Senior Vice-President, Communications and Marketing at VisionTV Group of Channels.
- Colin Buchanan to Senior Partner at NATIONAL Public Relations.
- Yvonne Webb to Vice-President of Sales, US at News Canada.
- Michael O'Connor to Senior Vice-President, Technology at Weber Shandwick.
- Franca Miraglia to Senior Vice-President at Ketchum.

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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

- John Wildgust to Head of Corporate Affairs at JTI-MacDonald.

- Lise Bilodeau to President and CEO at Le Commensal.
- Mike Forman to Regional Vice-President at McDonald's Restaurants of Canada.
- Len Jillard to Vice-President, Western Canada Region at McDonald's Restaurants of Canada.
- Jim Gillies to Managing Director at Fiskars Canada Inc.
- Atul Gupta to Associate Director, Feminine/Baby Care at Proctor & Gamble Inc.
- Dan Hegarty to Vice-President of Retail Sales at Kraft Canada Inc.

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Linda Mutschler to Director of Global Wireless Research and Co-Global Coordinator of Global Telecom Research at Merrill Lynch.
- Dave Hazan to Vice-President of Marketing at Taxamatic Inc..
- Alberta G. Cefis to Executive Vice-President, Retail Lending and President and CEO, Scotia Mortgage Corporation.
- Patrick Longhurst to Regional Director, Benefits at Watson Wyatt Canada.
- John Gilfoyle to National Practice Director, Investment Consulting at Watson Wyatt Canada.
- David Burke to National Practice Director, Retirement at Watson Wyatt Canada.
- Mary Tod to Leader for the Human Capital Group, Central Canada at Watson Wyatt Worldwide.
- Mary Linton to Leader for the Investment Consulting Group, Central Canada at Watson Wyatt Worldwide.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Andrew Brady to Interactive Account Supervisor at TBWA/Chiat Day.
- Graham Ross to Account Director at IMC.
- Emilio Ciampini to Senior Vice-President, Marketing and Sales at AIIM.
- John Marcine to Director of Business Development at Blast Radius.
- Brett Turner to General Manager and Senior Vice-President of Client Development at Blast Radius.

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Alex Kroan to CTO at AOL.
- David Shaw to CEO at Dunlop Standard Aerospace Group.
- David M. Cote to President and CEO at Honeywell.
- Pierre Brochu to President and CEO at Connexim Network Management.
- Stephen F. Dow to Vice-President, Partner Sales at Sun Microsystems of Canada Inc.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Frank Dunn, CEO to assume duties of CFO at Nortel Networks.
- Paul Zink to Vice-President, Canada at Enterasys Networks.
- Peter Pereira to Vice-President and CIO at TELUS Corporation.
- Bruce Good to Vice-President of National Corporate Sales at Rogers AT & T Wireless.
- Carl Grivner to COO at Global Crossing.

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

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