

InterViews Online

provided by Mandrake



→ www.mandrake.ca



May 2002

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.*

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.

To subscribe to InterViews Online, please [click here](#)

To unsubscribe from InterViews Online, please [click here](#)

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

A cover letter is meant to introduce you and sell you. This article from *WetFeet.com* offers some key points to create an outstanding document that does just that.

Tips include:

- Keep it short
- State the position
- Explain why you want the job
- Clearly describe ways you will contribute
- Match, but don't reiterate, your resume
- Don't say you're not qualified
- Keep the tone and content professional
- Tell the reader what you're going to do next
- Proofread.

To learn more about creating a cover letter that will make employers take notice, click on the link below to read the full article.

<http://wetfeet.com/asp/article.asp?aid=305&atype=Resumes>

JOB SEARCH 101

For anyone who has had to face the reality of being laid off and the challenge of a new dramatically reduced sense of themselves, they know it can be a daunting task. This article from *Fast Company* profiles an author who has written a "tell-it-like-it-is book from the trenches of the world of work" which spans his time as a job hunter after being laid off in the recession of the early 1990s.

The author's valuable advice includes:

- You are not your job title
- Get past the shame barrier
- Keep in touch with your friends and other personal connections
- Pound the pavement
- Always have a Plan B.

To learn more about these grass roots job-hunting tips, click on the link below to read the full article.

<http://www.fastcompany.com/online/57/cheever.html>

BACKGROUND CHECKS: BEWARE AND BE PREPARED

In today's environment of increased security, many companies are conducting more comprehensive background checks before they extend that offer. This article from *USA Today* offers information on understanding the ins and outs of background checks.

Some of the main reasons companies conduct background checks include:

- Job candidates lie
- Companies are liable
- Bad hires can affect morale and productivity.

The article offers these tips for dealing with background checks:

- Be prepared
- Don't embellish
- Before interviewing assess your strengths and accomplishments.

To learn more successfully navigating a background check, click on the link below to read the full article.

We welcome your feedback on these articles. Please e-mail us at pointofview@mandrake.ca.

▲ top

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

- Dan Tisch to Argyle Rowland Worldwide as Executive Vice President.
- Rick Morrison to Gold Points Rewards as Vice-President and General Manager of the loyalty program.
- Chris McCarten is promoted to Chief Executive Officer at Myriad Marketing.
- Linda Leon to the Institute of Communications and Advertising as Vice-President, Finance and Administration and Corporate Secretary.
- Hal Greenon to IMC as Director, Business Development.
- Michel Poirier to JTI-Macdonald Corp. as Chairman, President and Chief Executive Officer.
- Doug Brooks to CBC Television as Chief Marketing and Sales Officer.
- Douglas Beeforth to Rogers Media Inc. as President, Rogers Sportsnet.
- Rael Merson to Rogers Media Inc. as President and CEO of Rogers Broadcasting Ltd.
- Martin Shewchuk to J. Walter Thompson as Executive Vice President, Executive Creative Director.
- Scott Pinkney and Dean Maruna to FCB Direct Canada as Vice Presidents, Creative Directors at the Toronto office.
- Dean Martin to Spencer Francey Peters as Creative Director. Former Creative Director Paul Hodgson is promoted to oversee the new division pHd.
- Bill Newbery and Tim Kavander to Vickers & Benson Arnold Advertising as Senior Vice-Presidents, Co-creative Directors.
- Peter Day and Joe Hash to MacLaren McCann as Group Creative Directors.

▲ top

Visit us on the web at 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

- Greg Plowe to Miller Brewing Co. as Director of International Marketing.
- Michael Rosicki is promoted to Chair and Chief Executive Officer of Parmalat Group North America.

▲ top

Visit us on the web at 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 consumer goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Jill Pepall to Scotiabank as Chief Investment Officer.
- Peter Sweers to Scotiabank as Senior Vice President, Systems Development.

- Pierre Matuszewski to Societe Generale Canada as Head of Corporate and Investment Banking for Societe Generale in Canada.
- Ron Sirkis to Bank of Montreal as Executive Vice President, General Counsel and Taxation.
- Gregory Chornoboy to CanFund VE Management II Ltd. as Senior Manager - Investments.

▲ top

Visit us on the web at 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 financial services industry!

INTERNET SERVICES

Courtesy of Mandrake

Appointments

-

▲ top

Visit us on the web at 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 internet services industry!

TECHNOLOGY

Courtesy of Mandrake

Appointments

- Catherine McIntyre to ICOM Information & Communications as President.
- M. Rose Allen to Computershare Trust Company of Canada as Regional Vice President, Western Region.

▲ top

Visit us on the web at 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 technology industry!

TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Bruce Good to Rogers AT&T Wireless as Vice President, National Corporate Sales.
- Aziz Pirani to TELUS Corporation as Vice President, Ontario, Financial Sector.
- Ken Harrison to TELUS Corporation as President, Ontario, Public Sector
- Phil Soper to TELUS Corporation as Vice President, Complementary Channels.

▲ top

Visit us on the web at 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 telecommunications industry!

DISCLAIMER

The information contained in "InterViews Online" and the opinions contained herein are not a complete analysis

of every material fact respecting any company, industry or security. The information is based on sources believed to be reliable. Mandrake has not independently verified the facts, assumptions and/or estimates. In addition, opinions and estimates are subject to change without notice. Accordingly, no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information.

To view our **Privacy Policy** please **click here**

▲ top



Mandrake

Executive Search • Mergers & Acquisitions • Strategic Alliances • Organizational Consulting

TORONTO MONTREAL CALGARY

www.mandrake.ca