

InterViews Online

provided by Mandrake



→ www.mandrake.ca

A Point of View Industry Review

- Communications
- Consumer Goods
- Financial Services
- Internet Services
- Pharmaceutical
- Retail
- 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.*



July 2003

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>.

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

THE ART OF THE APOLOGY

It's not as simple as saying "I'm sorry". An effective apology in the corporate world is something that needs to be mastered. This article from *HBS Working Knowledge* offers five "dos and don'ts" for offering a sincere apology in the workplace:

- Find words that are clear and accurate - not provocative
- Don't apologize for the wrong thing
- Consider the angle of approach
- Don't think in terms of an "expression of regret"
- "I want to apologize" is not an apology.

When building your apology, the author of the article also proposes it should have three elements: acknowledgement of a fault or an offense, regret for it, and responsibility for the offense.

To learn more about how knowing when and how to apologize can add to your career development, click on the link below to read the full article.

http://hbswk.hbs.edu/item.jhtml?id=3481&t=career_effectiveness

TEN COVER LETTER DON'TS

First impressions are lasting impressions, as the saying goes. And when it comes to employers, one of the ways you can make this outstanding first impression and distinguish yourself from other candidates is through having a solid cover letter.

This article from *MSN Careers* offers 10 "don'ts" that should be avoided to create a superior cover letter:

- Don't overuse "I"
- Don't use a weak opening
- Don't omit your top selling points
- Don't make it too long or too short
- Don't repeat your resume word-for-word
- Don't be vague
- Don't forget to customize
- Don't end on a passive note
- Don't be rude
- Don't forget to sign the letter.

To learn more about how you can institute these pointers into your own cover letter, click on the link below to read the full article.

http://resume.monster.ca/coverletter/coverletter_donts/

SO, WHY DON'T YOU TELL ME ABOUT YOURSELF?

It's one of the most frequently asked interview questions, yet one of the toughest. However, as this article from *Career Know-How* explains, the key to answering "tell me about yourself" centers on offering a response that supports your career objective and the interviewers needs.

The article offers four steps to give a response to grab the interviewers attention:

- Provide a brief introduction and introduce attributes that are key to the open position
- Provide a career summary of your most recent work history
- Tie your response to the needs of the hiring organization
- Ask an insightful question.

To learn more about how you can effectively answer the "tell me about yourself" question, click on the link below to read the full article.

<http://www.careerknowhow.com/interviewtips/tellme.htm>

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

- Manon Chevalier as Vice President at Sun Media Corporate Supplements Division
- Erica Benson promoted at Alliance Atlantis Broadcasting as Vice President, Programming for Life Network and Discovery Health Channel
- Michael Goldbloom to The Toronto Star as Senior Vice President Strategy & HR, Deputy Publisher
- Adam Ashton promoted to Vice President Marketing at for TSN and TSN Enterprises - a new department recently formed to focus on event marketing and new broadcast opportunities
- Maria Hale promoted to Vice President at Citytv
- Jennifer McGuire promoted to Executive Director of Programming at CBC Radio
- Neil Fowler as Publisher and Chief Executive Officer at the Toronto Sun
- Cynthia Littler to MulticomMedia as Director Group Corporate Sales
- Patrick Howe to The Jeffery Group as Chairman and Managing Partner
- Pamela Gilbert to Publicis Canada as Senior Vice President and Brand Director
- Michele Leduc to Zip Communication as President & Creative Director (Montreal)
- Bob Goulart to Bensimon Byrne as Vice President, Group Account Director
- Dave Hamilton to Bensimon Byrne as Vice President, Group Account Director
- John Miller to Bensimon Byrne as Vice President, Group Account Director
- Matt Cram to Environics Communications as Senior Consultant
- Amy Stork to Environics Communications as Senior Consultant
- Elliott Smith to Arnold Interactive as Creative Director

- Christophe Lecomte to Zoom Media as CFO (Montreal)
- Céline Lafond to Zoom Media as General Manager (Montreal)
- Paul Allamby to Brann as President
- Julie Mitchell to Holmes Lee Design as Vice President, General Manager
- Pia Nummi to Holmes Lee Design as Vice President, Creative Director
- Mike Wilson to Holmes Lee Interactive as Vice President, Creative Director
- Brian Steinhäuser to Holmes Lee interactive as Vice President, General Manager
- Rob Nadler promoted to Group Account Director at Holmes and Lee Advertising
- Karen Tait to Fishbowl Communications as Vice President
- John McCarter to Saatchi & Saatchi as Executive Vice President, Managing Director
- Kim Allen promoted to President at Marketing Drive Worldwide Canada
- Sarah Johnson to Arnold Advertising as Strategic Planner

▲ 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

- Vincent Timpano to Coca Cola Ltd. as President
- Daniel Palumbo as Global Marketing Chief at Coca-Cola Co.
- Donna Henhoeffler as Director of Sales & Marketing at Ruth's
- Paul Sine promoted to Vice President Marketing at Timex Canada
- Petraea Heynike to Nestle Canada as President & CEO
- Lori Topp to Direct Energy as Senior Vice President, Western Region
- Andrew Young to McCain as Director of Marketing

▲ 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

- Thomas Jones promoted to Chair at MasterCard Canada
- Kathryn Silmser promoted to Vice Chairs of the MasterCard Canada Board of Directors
- Ron Sakkal to Assante Global Advisors Canada as Vice President
- Nancy Nightingale to HSBC Asset Management as Vice President, Sales Financial Intermediaries
- Brian Maloney to Scotiabank as Senior Vice President, Global Risk Management
- Sanford Riley to Richardson Financial Group as President & CEO (Winnipeg)
- Jean-Guy Gourdeau to Richardson Financial Group as Chief Investment Officer (Montreal)

▲ 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

PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Dr. Alex Mackenzie to Genome Canada as Vice President, Research.
- Jeffrey Henderson to Eli Lilly as General Manager, Canadian Operations
- Therese Hayes promoted to Vice President, Investor Relations & Corporate Communications at QLT Inc.
- Dr. Mohammad Azab promoted to Executive Vice President, Research and Development and Chief Medical Officer at QLT Inc.
- Dr. Maurice Wolin to QLT Inc. as Vice President, Clinical Research and Medical Affairs.
- Dr. Ian Patrick promoted to Vice President, Manufacturing and Pharmaceutical Development at QLT Inc.
- Mario Daigle promoted to Executive Vice President at Allard-Johnson Communications (Montreal)
- Reda Ayache promoted to Director Business Development North America at Aventis Pharmaceuticals (NJ, USA)
- Rob Hamilton promoted to President at Biogen Canada
- Deirdre Allan to bMod Communications as Vice President, e-Strategies
- Kathryn Buck to bMod Communications as Partner
- Eric Frenedo to bMod Communications as Partner
- Jacques Gagnon to bMod Communications as Director, Business Development and Direct Marketing

▲ top

Visit us on the web at www.mandrake.ca for more **appointments** 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!

RETAIL

Courtesy of Mandrake

Appointments

-

▲ top

Visit us on the web at www.mandrake.ca for more **appointments** 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!

▲ 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

- Patrick Sullivan to Workopolis.com as President

- Ruth D'Souza to MSN.ca as Director of Marketing
- Wayne Carrigan to Thindata as Director, Client Strategy
- Glen Brownlee to Tantalus Systems Corp. as Chairman and CEO (Burnaby, BC)
- Mark Kaufmann to Celmed BioSciences, a subsidiary of Theratechnologies as Vice President (Montreal)
- Tony Gaffney to BCE Emergis as CEO (Montreal)
- Titi Salel to NtegratingSolutions as New Business Development Director (Ottawa)
- Marvin DeVries to Trojan Technologies as President and CEO
- Roch Dubé to Bell Nordiq Group as President & CEO (Montreal)
- Miriam Tuerk to BCE Emergis as President eBusiness Solutions
- Ronni Muskat to N5R.com/Bat Cave as Vice President

☐ [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

- Grace Molenaar to Cesky Mobil as Director, Direct and Interactive Marketing
- Gary McGuire to Cesky Mobil as Director Advertising
- Joseph Natale as President of Telus Client Solutions and Executive Vice President of Telus
- Steve Spooner to Mitel Networks as Chief Financial Officer
- Chris Erickson to Tira Wireless as President & COO

▲ [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](#)



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

TORONTO MONTREAL CALGARY

www.mandrake.ca