

# InterViews Online

provided by Mandrake



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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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Mandrake is proud to host **SKATE FOR KIDS!**  
For more information about this exciting fundraising event benefiting kids, please visit <http://www.skateforkids.com>

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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 SHOULD I DO WITH MY LIFE?

With all the changes in today's society, the economy and the workplace, answering the question "what should I do with my life" has become more challenging than ever. However, this article from *Fast Company* attempts to provide some guidance in the "new era" about what makes people successful and happy in their careers.

The article offers four common misconceptions people make when trying to find a career that they love:

- Money doesn't fund dreams
- Smarts can't answer the question
- Place defines you
- Attitude is the biggest obstacle

To learn more about connecting who you are to the work you truly love, click on the link below to read the full article.

<http://www.fastcompany.com/online/66/mylife.html>

## NINE UNCONVENTIONAL STRATEGIES FOR REINVENTING YOUR CAREER

For many career-minded professionals, today's turbulent business market has caused them to re-evaluate their careers. This article from *HBS Working Knowledge* offers nine more unconventional ways to do just that.

They include:

- Act, then reflect
- Flirt with your selves
- Live the contradictions
- Make big changes in small steps
- Experiment with new roles
- Find people who are what you want to be
- Don't wait for a catalyst
- Step back periodically, but not for too long
- Seize windows of opportunity.

To learn more about how these strategies could be applied to your own career path, click on the link below to read the full article.

[http://hbswk.hbs.edu/pubitem.jhtml?id=3312&t=career\\_effectiveness](http://hbswk.hbs.edu/pubitem.jhtml?id=3312&t=career_effectiveness)

## 10 STEPS TO ESCAPING THE JOB WORLD AND CREATING THE LIFE YOU REALLY WANT

The title of the article says it all. This article from *Quintessential Careers* offers tips on how to take your "job" and transform it into more of a career and life you truly love.

The steps offered include:

- Get to the point - of life, that is
- Get the right picture
- Get clued into your passion
- Get a grip on "it"
- Get real
- Get informed
- Get ready
- Get support
- Get going
- Get gratitude.

To read more about how "getting" these elements can help advance you in your career path, click on the link below to read the full article.

[http://www.quintcareers.com/escaping\\_job\\_world.html](http://www.quintcareers.com/escaping_job_world.html)

We welcome your feedback on these articles. Please e-mail us at [pointofview@mandrake.ca](mailto: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

- Kirstine Layfield to Alliance Atlantis Broadcasting as Senior Vice President of Programming
- Karen Samuel to Sony Music Canada as Vice President, Digital Services
- Bart Yabsley to CTV Specialty Television as Executive Vice President
- Jim Orban to CanWest Global Communications as General Manager
- Jacqueline Grossman to Pirate Radio & Television as Director, Marketing
- Mario Cecchini to Zoom Media as COO
- Byron Montgomery promoted to Vice President at Obie Media (Vancouver)
- Sunny Edmunds to The Rogers Women's Group as Director of Brand Marketing for Chatelaine & Chatelaine.com
- Ron Telpner moves to Chairman & CEO of The Brain Storm Group
- Bob Froese to President & CCO of The Brain Storm Group

- Sara Scott-Harper to Cossette Interactive West as Creative Director
- James Deeks to Optimum Public Relations as Vice President & General Manager
- Jeffrey Cooper to Insight Sports as Vice President, Business Development
- Bill Meldrum to Venture Communications as Director, Eastern Region
- Rosanna Cavallaro to Spencer Francey Peters as Vice President, Business Development
- Fransi Weinstein moves up to President at Tattoo Direct + Digital
- Susie Wilken to Gee, Jeffrey & Partners as Account Director
- Tim Barber becomes Senior Vice President at Thornley Fallis Communications
- David Gollob to Thornley Fallis Communications as Vice President & General Manager
- Ian Bryce-Buchanan to TBWACHiatDay as Account Director
- Dave Nourse to TBWACHiatDay as Account Director
- Chris McDowall to Holmes Creative Communications as Director, Client Services
- Connie Ducharme to Gee Jeffrey & Partners as Vice President, Media
- Nathan Monteith to Gee Jeffrey & Partners as Account Director
- Christina Polzl to The Canadian Marketing Association as Vice President, Education & Professional Development
- Lilliane Vidicek to Cieslok Media as Partner
- Lisa Murtha to Taxi as Account Director
- Jeff Beck to McDonnell Haynes as Managing Director, Direct Marketing
- Lisa Crossfield promoted to Vice President & Group Account Director at MacLaren McCann
- Adrienne Gaffney promoted to Vice President & Group Account Director at MacLaren McCann
- Francis Alexander promoted to Vice President & Group Account Director at MacLaren McCann
- Andrew Simon promoted to Associate Creative Director at Palmer Jarvis DDB (Toronto)

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Visit us on the web at [www.mandrake.ca](http://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

- Ken Konieczka to Mitsubishi Motors North America as Vice President, Sales & Marketing
- David Woodman to Imperial Oil Ltd. as Director, Information Services
- Jacki Nelson to Campbell Soup as Director, Corporate Communications
- Shari Niles to Andres Wines as Vice President, Marketing
- Wendy Halbert to In-Sync Consumer Insight as Consumer Division Director
- George Croft to Labatt Breweries Ontario as President

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Jack B. Ott to Allianz Canada as Chief Information Officer
- John Buckley to Liberty Health as President & Chief Information Officer
- Paul Love to Acuity Investment Management Inc. as Senior Vice President
- Glenda Hummel to Scotiabank as Senior Vice President, Banking Operations
- Julia Fournier to The People Bank as Director., Strategic Accounts (Toronto)

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## INTERNET SERVICES

*Courtesy of Mandrake*

## Appointments

- Rudi Engel to p(ge) tools as President
- Hank Schut to Resource Information Systems Inc. (RIS) as Managing Director of Solutions Delivery
- Glenn Barrett to 724 Solutions Inc. as CFO & Senior Vice President

## PHARMACEUTICAL

*Courtesy of Mandrake*

### Appointments

- Marcelo Vizio to Abbott Laboratories as President & General Manager (Canada)
- Michel Blondeau to Allard-Johnson Communications as Account Director, Continuing Professional Development
- Peter Poon to AstraZeneca as Vice President, Strategic Planning & Business Development
- Annemarie Edwards to CPC Healthcare Communications as Account Director
- Rose Schuett to Phase 4 Health as Director, Strategic Development
- Sean Webster to Solvay Pharma. as Director, Corporate Affairs
- Paul Healy to Grand River Hospital as Director Finance
- Michael Wosnick to National Cancer Institute as Executive Director
- Chris E. Kostka to Purdue Pharma as Vice President, Sales
- Keith M. Westbrook to Purdue Pharma as Director, Manufacturing
- J. Kevin Buchi to the Board of Directors at Lorus Therapeutics Inc.

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## RETAIL

*Courtesy of Mandrake*

### Appointments

- Andrew S. Brandt reappointed chair & CEO of the Liquor Control Board of Ontario
- Micheal Lambert & Paul Wilson now co-president of Mark's Work Wearhouse

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Rick Moignard to Gemcom Software International Inc. as President & CEO (Vancouver)
- Sean Hutchison to Fort Nocs Networks as Director of Business Strategy
- Mark Upson to PureEdge Solutions Inc. as President & CEO (Victoria BC)
- Eliot Burdett to PointShot Wireless as Vice President, Business Development (Ottawa)
- Michael Bigbee to SIRIT Technologies Inc. as Vice President in SIRIT's transportation mobility solutions division
- Gary Saarevirta to Adastra Corporation as Chief Technology Officer

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- Jean Laporte to Rogers AT&T Wireless as President, Eastern Region
- Greg Watkin to Epic Data International as Vice President, Marketing
- Grant Hume to Telus as Vice President, Business Solutions Sales East

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