

# 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.*



Mandrake

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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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## A LESSON FOR THE TIMES: LEARNING FROM QUIET LEADERS

Many times within corporate life and beyond, those leaders who exhibit bold and powerful personalities and actions are the ones held up for example and recognition. However, this article from *Ivy Business Journal* profiles quiet leadership - people who work behind the scenes, addressing serious problems and living by their values - as an equally important skill for professionals.

The article presents five basic guidelines of quiet leadership:

- Don't kid yourself
- Have some skin in the game
- Buy time
- Drill down
- Bend the rules and look for compromises.

To learn more about how you can put the careful, thoughtful and practical traits exhibited by quiet leaders to work in your own career, click on the link below to read the full article.

[http://www.iveybusinessjournal.com/view\\_article.asp?intArticle\\_ID=392](http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=392)

## RESUME CRITIQUE WORKSHEET

The process of developing a top-notch resume should include a review by several key people, including career professionals, former supervisors and colleagues, and mentors. But knowing what to look for to do your own initial self-critique is also important. This article from *Quintessential Careers* offers 10 key factors that can be used to evaluate your resume.

They include:

- Appearance/style
- Completeness/length
- Content/layout
- Focus
- Format/approach
- Perspective
- Professionalism/integrity
- Use of accomplishments
- Use of keywords and action verbs
- Versions.

To read more about how these elements can help bring your resume to a new level, click on the link below to read the full article.

[http://www.quintcareers.com/resume\\_critique\\_worksheet.html](http://www.quintcareers.com/resume_critique_worksheet.html)

## EXPECTATIONS AT WORK CAN DESTROY YOU IF YOU DON'T COMMUNICATE THEM

Within the workplace, having realistic expectations and learning how to communicate and manage them is an integral skill to acquire. This article from *Career Know-How* offers several tips to help promote understanding and acceptance of the variance of expectations in the corporate environment:

- Be aware of them
- My expectations or yours?
- What communication style fits you?
- Seek feedback
- Align expectations with your values.

To learn more about how managing expectations can assist you in your career success, click on the link below to read the full article.

<http://www.careerknowhow.com/guidance/expectations.htm>

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

- Paul Ski to CHUM as Executive Vice President, Radio
- Stephen Tapp to CHUM as Vice President, Television
- David Kirkwood to CHUM as Executive Vice President, Sales & Marketing, Radio & Television
- David Heath to Twentieth Century Fox/Incendo Television as Executive Director, television program sales-English Canada (Toronto)
- Max Howard to Board of Directors at SecondSun Entertainment Inc. (Vancouver)
- Grant Crosbie to NOW Magazine as Advertising Director
- Moses Znaimer resigns as President of City-tv
- Lisa Reifenberg to Optimum Public Relations as Managing Director, Fusion Alliance Marketing Division
- Vince Aragona to Arnold Worldwide as Vice President, Group Account, Director
- Lezlie Grossman to Arnold Worldwide as Executive Vice President, Director, Integrated Solutions
- Nathalie Burstein-Woods to Grey Worldwide as Group Account Director
- Brenda McNeilly promoted to Vice President & Creative Director at Grey Direct & Grey Interactive (Toronto)
- Monica Wroblewski to Environics Communications as Vice President
- Glenn Chilton has become Senior Vice President & General Manager, East at Go Direct Marketing & Connect@jwt
- Marcel Labbe has become Senior Vice President, HR & General Manager, West at Go Direct Marketing &

Connect@jwt

- Virginia Greene has become President & CEO at Go Direct Marketing & Connect@jwt
- Israel Diaz to Lowe Roche as Associate Creative Director
- Martin Strazovec promoted to Executive Vice President & Chief Creative Officer at Lowe RMP
- Danielle Wilson to MacLaren McCann as Vice President, Director of client services (Vancouver)
- Steven Bochenek to OgilvyOne and OgilvyInteractive as CCO (Toronto)
- Chris Morales to Group Account Director at MacLaren McCann Retail
- Denis Piquette to Bates Canada as President & CEO
- Deborah Rix to Flip Publicity & Promotions as Managing Director
- Lisa Crossfield, Adrienne Gaffney and Francis Alexander promoted to Vice Presidents, Group Account Directors at MacLaren McCann
- Dermot O'Brien to Echo Advertising + Marketing as Creative Director, Labatt Group
- Shane Dolgin to Hill & Knowlton as Vice President, Corporate Communications
- Pamela Lawson to MacPhee as Vice President, Director, Strategic Planning
- Ed Kuhlenskamp to DAC Group as President DAC NYC
- Yvonne Van Dinther to Palmer Jarvis/DDB as Vice President, Group Account Director
- Gregory White to The Mohan Group as Vice President, Client Services

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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

- Ian Gordon to Robin Hood Multifoods as Vice President, Marketing
- Bruce Cameron to Global Beverage Group as Vice President, Sales
- Sean Moffitt to Molson Inc. as Vice President, Marketing, Canadian
- Dave Minnett to Molson Inc. as Vice President, Marketing Management
- Gino Cantalini to Molson Inc. as Vice President, New Business Marketing
- Lisa Lisson promoted to Vice President, Sales & Marketing, Customer Service, Electronic Commerce & Communications at Federal Express Canada
- Terry Dennis to President at Storck Canada Inc.
- Cindy Krizmanich promoted to Director, Italian Meals at Kraft
- Pina Sciarra to Coca Cola as Vice President, Marketing
- Roger Sirard to Dairy Farms of Canada as National Director of Marketing
- Bill Simpson to CompX Waterloo as Vice President, Financial Control

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Robert Chisholm expands his responsibility to Vice-Chairman, Scotiabank and CEO, Domestic Banking and Wealth Management at Scotiabank
- Rick Waugh to Director at Scotiabank
- David Wilson Vice-Chairman, Scotiabank and Chairman & CEO, Scotia Capital will now be responsible for the Bank's corporate, institutional and government relationships on a global basis
- Gary F. Colter to The Board of Directors at CIBC
- Diane Burgess to the Certified General Accountants of Ontario as Executive Director & COO
- Kush Malhotra to The Citigroup Private Bank as Investment Finance Manager & Head of the Vancouver office
- Jason Patterson to Securcor Financial Inc. as Managing Director

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Craig Wallace to AOL Canada as President & CEO
- Ken Maclaren to ninedots as Account Director
- David Barclay to ninedots as Director, Business Development

## PHARMACEUTICAL

*Courtesy of Mandrake*

### Appointments

- James Sprenger to MEDIchair as Vice President, Marketing (Calgary)
- Leigh Shand to The Prostate Cancer Research Foundation of Canada as Director of Marketing & Communications
- Hon. Pat Carney to The Board of Directors at Canadian Arthritis Network
- Mario Daigle to Allard -Johnson as Executive Vice President, Wellness Communications (Montreal)
- Pierre St-Amand to Allard Johnson as Director, Client Services, Wellness Communications (Montreal)
- Ken Book to CPC Healthcare Communications as Senior Account Director, Business Development
- Dawn Graham to Merck Frosst as Executive Director, Sales
- Gregg Szabo to Merck Frosst as Executive Director, Corporate Affairs
- Robert Davies to Merck Frosst as Vice President, Health Education Services
- Pauline Port to Canadian Blood Services as Vice President, Corporate Services & CFO
- Rob Hamilton to Biogen Canada as President

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## RETAIL

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### Appointments

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Martin Vann to Discreet as Vice President of System Sales & Marketing (Montreal)
- Leonard Brody to the Board of Directors at The Canadian Advanced Technology Alliance (Ottawa)
- Wanda Lee to the Board of Directors at Infolink Technologies
- Lewis Rose to CryptoLogic as President & CEO
- John Gunn to DataWave Systems Inc. as CFO
- Jim Defer to Pacific International Securities as Vice President, Corporate Finance (Vancouver)
- Breen Liblong to Verano as Vice President, Software Development (Calgary)
- Maryann Sheidafar to Data Kinetics Ltd. as Software Development Manager (Ottawa)
- Tom Bennett promoted to CTO at Maximizer Software Inc. (Vancouver)
- Ralph Kretchmar to Maximizer Software Inc. as Vice President, Sales & Marketing (Vancouver)
- Stephen Spence to StorageQuest as Vice President, Sales & Marketing (Ottawa)
- Pierre Richard to Vice President, Finance & Administration at The CSL Group Inc.
- Barry M. Heck to The Westaim Corporation as President & CEO and a member of the Board of Directors
- Ron Shuttleworth to Covarity as Chief Executive Officer

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- West McDonald to ZooLink Corporation as Director of Sales & Marketing
- Ellen Godfrey to Navigata Communications Inc. as Vice President, Government Sector & Web Services
- Lisa M. Mitchell to Navigata Communications Inc. as Vice President, Marketing
- Tracey Bakkeli Vice-Chair of The Board of Directors at Sasktel
- Reg Bird to Chairman of The Board of Directors at Sasktel
- Doug Richardson to The Board of Directors at Sasktel
- Jeff Williams to Cesky Mobil as Vice President, Sales & Service
- Stephen Blanchette to Cesky Mobil as Director, Brand Experience

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