

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,

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AUDIENCE GRABBERS: START WITH A BANG

In any presentation, getting - and keeping - your audience's attention is a crucial connection that must be made from the very outset. This article from *HBS Working Knowledge* offers six ways that can help engage your listeners' attention.

They include:

- Make it personal
- Throw out a quirky fact
- Put them on the edge of their seats
- Draw a hypothetical scenario
- Create a series of vignettes
- Use a pertinent quote.

To make your next business plan, analysis, or speech as engaging as possible, click on the link below to read the full article.

http://hbswk.hbs.edu/item.jhtml?id=3606&t=career_effectiveness

BEAT THE PROCRASTINATION BLUES

In its simplest form procrastination is just a habit of making the wrong choices. However, if these choices are interfering with being productive in your professional and personal life, this article from *Career Know-How* can help you change the behaviour that is working against you.

Tips include:

- When you realize a particular task is difficult for you and that you continually put it off until the last minute, try designing a system to handle it
- Determine if procrastination is signaling you that you have made a mistake in your choice
- Procrastination can also signal that it is a task you really don't like to do.

To learn more about how you can keep procrastination at bay, click on the link below to read the full article.

<http://www.careerknowhow.com/improvement/procrastinate.htm>

REFERENCES: WHAT YOU DON'T KNOW CAN HURT YOU!

Despite doing everything right in the job-hunting process, inaccurate or negative references can cost you that perfect job. This article from *Quintessential Careers* offers five essential tips for reference preparation.

They include:

- Ensure you know the reference policy for your current employer if you are planning to leave
- Request copies of all evaluations in your file
- Ask your old boss directly if he/she will be willing to provide a reference for you
- Check to make sure all your references' names and numbers are current
- If you are worried that a former boss is giving you a bad reference, ask yourself if it is warranted.

To read more about how you can ensure your references are reflecting the best possible picture of your career history, click on the link below to read the full article.

http://www.quintcareers.com/job-search_references.html

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

- Adam Ashton promoted to Vice President Marketing for TSN (The Sports Network) and TSN Enterprises
- Randy Paul to TSN Enterprises as Managing Director, Sponsorships
- Gwen Deverell to Channel 500 as Director of Business Development
- Glen Clark to Jim Pattison News Group as President
- Frank McKenna to CanWest Global as Interim Chairman of the Board
- Johnny Michel to Channel M as Vice President of Programming, Production & Promotion
- Greg Mason promoted to Vice President Marketing at Cineplex Odeon
- Alison Gardiner to MASEV Communications as Director of Event Marketing and Corporate Communications
- Gary Singer to Interbrand as Chief Strategy Officer for North America
- Bob Cariglia promoted to President at Minacs Worldwide
- Lori Steiner to Rapp Collins Worldwide as Director of the Imperial Oil Account
- Catherine Wong to Goodgoll Curtis as Art Director
- Marcus Sagar to Goodgoll Curtis as Sr. Writer
- Mark Ury to Blast Radius as Director, User Experience
- Lynn Kozak promoted to Director of Marketing and PR at Field Day
- Trent Fulton promoted to Vice President, Business Management at Lowe Roche.
- Janet McNally promoted to Vice President, Strategic Planning at Lowe Roche
- Pauline Hadley-Beauregard promoted to Director, Interactive Services at Wasserman & Partners Advertising (Vancouver)
- Shawn Murenbeeld to Manifest Communications as Sr. Art Director
- Leslie Shortt to Highwood Communications as Director of Account Services
- Susan Beck promoted to Vice President of Media at Highwood Communications
- Amorell Saunders N'daw to Advance Planning/ MS&L as Vice President
- Rysia Adam to RYA as Director of Sales & Media

- Mark Corak to Ogilvy as Group Account Director, Kraft
- Lisa Peirson to Fuse Marketing Group as Vice President, Strategic Planning
- Ken Stallman to Cundari Integrated Advertising as Executive Vice President and Managing Director of Cundari Health
- Bruce Logan to Cundari Integrated Advertising as Vice President and Director of Strategy
- Fred Roberts to Cundari Integrated Advertising as Vice President and Creative Director
- Maria Antonopoulos promoted to Director Consumer Practice at Porter Novelli
- Kathleen Stefanelli promoted to Director Health Care Practice at Porter Novelli
- David Gollob to National Public Relations as Vice President, Communications Group
- Mark Wright to promoted to President at MacLaren McCann Interactive
- Darrell Hurst to FCB Canada as Group Account Director
- Bill Baker to FCB Canada as Group Account Director
- Gillian Lowe to Maverick Public Relations as Chief Creative Officer
- Marc Drouin to Pattison Outdoor as General Manager (Montreal)
- Jean Ringuette to Pattison Outdoor as Executive Vice President, Operations for the Eastern Region
- Shawn Murenbeeld to Manifest Communications as Senior Art Director
- Jan King promoted to Director of Client Services and Strategic Planning at Loopmedia
- Angele Levesque to FCB Direct as Group Account Director
- Mirette Ghanem to Ciris Group of Companies as Vice President, Public Relations
- Pierre Bouchard to AGC Communications as Vice President, Public Relations
- Rysia Adam to Rya as Director, Sales & Media
- Darren Spratt to red cat media as Vice President Sales for Canada & US
- Rebecca Lee promoted to Director Client Services at Inventa Sales & Promotions
- Stephanie Whitney promoted to Director Client Development at Inventa Sales & Promotions
- Alexa Newton promoted to Director Client Development at Inventa Sales & Promotions
- Clare Mooney to Detroit Creative as Director of Operations
- Jim Noble to TBWA Vancouver as Executive Creative Director (Vancouver)

Stock activity

Courtesy of Mandrake

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Visit us on the web at <http://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 Communications industry!

CONSUMER GOODS

Courtesy of Mandrake

Appointments

- John Bailey to Sleeman Quebec at La Brasserie Sleeman as Managing Director
- Steve Smith to Molson Sports & Entertainment as Director of Operations
- Steward Gilliland to Labatt Breweries of Canada as President
- Christian Guay to JTI-Macdonald Corp. as Vice President, Marketing
- Joel Hall promoted to Vice President, Sales at JTI-Macdonald Corp.
- Bruce Brown to Hershey Canada as General Manager
- Petraea Heynike to Nestle Canada as President & CEO
- Andre Gagne to Loeb Canada as Vice President & General Manager
- Michael Smith to Columbia House as General Manager, Business Operations
- Ken Weir to Regal Greetings as Director of Fundraising
- Derek Briffett to ConAgra Foods as Senior Financial Officer
- Stephen Liptrap to ConAgra Foods Canada as Vice President, Human Resources
- Martin Crumplen to ConAgra Foods Canada as Vice President, Operations
- Ray Sriubidkis to Canadian National Sportsmen Shows as Vice President

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Ken McCord to First Asset Management as Sr. Vice President, Sales & Marketing
- Johanne Brossard promoted to President & CEO at ING Bank of Canada
- Gwendolyn Becker to AGF Private Investment Management as VP Business Development, Western Canada
- Deborah Frame promoted to Vice President and Chief Investment Officer at Empire Financial Group
- Edward Gibson promoted to Vice President and Actuary at Empire Financial Group
- Richard Carty promoted to Vice President and Corporate Secretary at Empire Financial Group
- Gary McCabe promoted to Vice President and Controller at Empire Financial Group
- Hari Panday to ICICI Bank Canada as President & CEO
- Marc Cevey to HSBC Asset Management Canada as Managing Director
- Sherry Noble to Export Development Canada as Sr. Vice President, Business Solutions & Technology
- John Welch to Toron Capital Markets as Partner - Private Client Services
- Adam Neal to Open Access Limited as Vice President, Sales
- Lindsay Gordon promoted to President & CEO at HSBC Bank of Canada (Vancouver)
- Mark Ripplinger to ATB Financial as Senior Vice-President and Chief Information Officer
- Craig Warnock promoted to Executive Vice-President and Treasurer at ATB Financial
- Bruce Edgelow to ATB Financial as Vice-President, Energy
- Ken Casey to ATB Financial as Senior Vice-President, Retail Banking Delivery
- Kenneth Rowan promoted to Managing Director, Institutional Sales at First Energy Capital Corp.
- Rafi Tahmazian promoted to Managing Director, Institutional Sales at First Energy Capital Corp.
- Scott Bratt promoted to Managing Director, Corporate Finance at First Energy Capital Corp.
- Maxime Bernier promoted to Vice President of Corporate Affairs and Communications at Standard Life
- Michel Desloges promoted to Senior Vice President, Corporate Support Services and Controller at RoyNat Capital.
- Earl Lande promoted to Senior Vice President, Merchant Banking at RoyNat Capital
- Don McLaughlin promoted to Vice President, Relationship Marketing at RoyNat Capital
- Craig Fowler to Maritime Life as Vice President, Institutional Investment Markets

Stock activity

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INTERNET SERVICES

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Appointments

- Rick Bogacz promoted to Director of Content and Programming at AOL Canada
- Jonathan Lister promoted to Leader of the Interactive Marketing Team at AOL Canada

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Robert Devitt to Toronto East General Hospital as President & CEO
- Jeff Smith to Johnson & Johnson Canada as President
- Paul Lirette promoted to Vice President, Sales & Marketing at GlaxoSmithKline
- Bertrand Bolduc to Mistral Pharma as President & CEO
- Benoit Hebert to Axcan Pharma as Director, Business Development
- Dr. Robert Deziel to MethylGene as Vice President, Chemistry, Therapeutic Discoveries

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RETAIL

Courtesy of Mandrake

Appointments

- David Scapillati to Prime Restaurants as Vice President, Marketing
- Mike Minchin to Harvey's Restaurants as Director of Marketing
- Janet Howe to The Bay as General Merchandising Manager
- Stephen Ing to Fairmont Hotels & Resorts as Director of Group Sales for The Fairmont Chateau Whistler
- Andy Giancamilli to The Katz Group as President & COO
- Paul Marcaccio to The Katz Group as Executive Vice President and CFO
- John Karvellas promoted to Executive Vice President and General Counsel at The Katz Group

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Shafique Shamji to Time iCR as President
- Richard Oxby to NL Technologies as Vice President, Engineering
- Christopher Cardinal to Gavel & Gown Software as Vice President, Research & Development
- Ken Umeda to Konica Minolta Business Solutions as Executive Vice President
- Ed Schryer to Konica Minolta Business Solutions as Executive Vice President
- Michael Allen to Shaw Communications as Corporate Vice President

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Murna Dalton to Rogers AT&T Wireless as Vice President, Corporate Sales for Ontario region
- Peter Pleckaitis to Sprint Canada as Vice President, Marketing & Solutions Development of Enterprise Communications Solutions
- Monty Carter to Telus as Vice President, Sales, Alberta Region
- Paul Kent to xwave as CEO and Senior Vice President of Aliant
- Nathalie Le Prohon to Nokia Products Limited Canada as General Manager

Stock activity

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