

# 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.*



Oct. 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>.

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## A Point Of View

Mandrake is pleased to announce a strategic alliance with DestinyME(tm), a job search assistance program for the individual. Given today's changing job market, according to Human Resources Development Canada (HRDC), a person will change careers between 5 and 7 times, you need a powerful set of tools to help you land your next role. To increase your marketability and manage your career, you need a defined plan, an arresting resume and a confident approach to interviewing and networking. DestinyME(tm) can help you with those skills. Since we would love to, but are not able to, find employment for every person who sends us a resume, we recommend DestinyME(tm). A turnkey, integrated solution, DestinyME(tm) will provide you with the following:

- 1) A personalized career strategy or "roadmap"
- 2) A clear action plan
- 3) Comprehensive tools for every stage of your search
- 4) Rich data to generate leads
- 5) Expert advice at all times.

If you or someone you know is currently in transition and seeking a boost to their job search efforts, consider the JumpStart DestinyME(tm) Session. A 2 hour, no charge information session covering all aspects of looking for a job will be held on Friday October 3rd from 10:00am - 12:00. You will receive a proprietary career mapping program, DestinyME(tm). You will receive insights about your job search that you may never have heard before plus some interesting tools and reading to help guide you in your search. If you wish to take action, please contact Vivian Rossteuscher, Talent Consultant, at [consultant@destiny.me.ca](mailto:consultant@destiny.me.ca) or call 416-972-6843. If you are unable to attend the October 3rd session, please visit our website at [www.destiny.me.ca](http://www.destiny.me.ca) for future dates.

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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## 10 STEPS FOR SUCCESSFUL CAREER PLANNING

It's never too early or too late to start your career planning. However, as this article from *Quintessential Careers* explains, career planning should be a rewarding and positive experience. The article offers 10 tips that can help make career planning a liberating and fulfilling process.

They include:

- Make career planning an annual event
- Map your path since your last career planning
- Reflect on your likes and dislikes, needs and wants
- Examine your pastimes and hobbies
- Make note of your past accomplishments
- Look beyond your current job for transferable skills
- Review career and job trends
- Set career and job goals
- Explore new education/training opportunities
- Research further career/job advancement opportunities.

To read more about how these tips can help you with your career planning, click on the link below to read the full article.

[http://www.quintcareers.com/career\\_planning\\_tips.html](http://www.quintcareers.com/career_planning_tips.html)

## THE TEN COMMANDMENTS OF GOAL SETTING

Setting goals, whether for personal or professional endeavours, can be a powerful tool to aid in one's success. But goals that are too high or too low can be detrimental. This article from *Business Know-How* provides the "10 Commandments" of goal setting - tactics that can help you properly position your goals.

They include:

- Be passionate
- Be realistic
- Be value-driven
- Be detailed
- Plan
- Remain accountable
- Have fun
- Believe
- Seek support
- Don't give up.

To learn more about how these tips can help you set realistic, achievable goals, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/goalset.htm>

## HOW TO MAKE MEETINGS WORK

As any career-minded professional realizes, meetings are a way of life. But instead of dreading them, this article from *Profitguide.com* offers tips for making meetings effective and efficient.

They include:

- Make sure there's a reason to meet
- Start and end on time
- Use a written agenda
- Collect ideas at the door
- Have fun.

To start making your meetings worthwhile and positive experiences, click on the link below to read the full article.

<http://www.profitguide.com/howto/article.jsp?content=523>

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

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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

- Nicole Jolly promoted to Vice President Operations and Marketing at Flow 93.5 FM
- Lisa Lyons to Corus Entertainment as Vice President and General Manager, Max Trax
- Laurie MacLean Mitchell to National Families Network as Director of National Advertising Sales
- Louise Clements to Corus Television as General Manager
- Greg Tyralla promoted to Vice President, Sales at Twentieth Century Fox
- Laura Turner promoted to Associate Director of Marketing at Twentieth Century Fox
- Karim Trottier promoted to Associate Director of Sales at Twentieth Century Fox
- Robert Valdmanis to GCI Canada as President
- Eric Blais to MacLaren McCann as Executive Vice President and Chief Intelligence Officer
- Yvonne van Dinther to Palmer Jarvis DDB Toronto as Vice President, Group Head
- William Hammond to Palmer Jarvis DDB Toronto as Associate Creative Director
- Michael Smith to Digital Advertising Network as Director of Sales
- Daniel Tisch promoted to President at Argyle Rowland
- Tracey Matchett to Marketing Drive Worldwide as Group Account Director
- Andy Krupski to The Hive as President & CEO
- Lisa Bednarski promoted to Vice President at Cohn & Wolfe
- Siegfried Djokoto to Afrm2 Communications as Director of Finance
- Sandi Gidluck to Gee Jeffery and Partners as Sr. Art Director
- Irfan Khan to Gee Jeffery and Partners as Sr. Copywriter
- Paul Lang to Industrial Brand Creative in Vancouver as Co-Creative Director and Director of Interactive Services
- Lisa Pierson to FUSE Marketing Group as Vice President, Strategic Planning
- Luke More promoted to General Manager at MacLaren McCann Canada (Calgary)
- Todd Blevins promoted to National Creative Director at Venture Communications (Calgary)
- Simon Raybould to Masterfile Corporation as Director of Sales & Business Development
- Marva Wilson to Field Day as Director of Finance
- Bill Baker to FCB as Business Director
- Dorit Tepperman to Arnold Worldwide as Group Account Director
- Rick Casale to Insync as Director Consumer Division
- Pauline Hadley-Beauregard to Wasserman & Partners Advertising as Director, Interactive Services
- Lloyd McNeil to Insync as Consumer Strategist
- Greg Pinch to Taxi as Strategic Planner

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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

- Pat Button promoted to Vice President, Sales & Marketing, Consumer Electronics Division at Samsung Electronics of Canada
- Luc Nadeau to L'Oreal Canada as Executive Vice President, Corporate Communications and External Relations for Luxury Products division (Montreal)
- Pierre-Paul Trepanier to Nintendo of Canada as National Director of Marketing (Vancouver)
- Kathy Henderson to Whirlpool Canada as Director of Brand Marketing

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

## Appointments

- Robert Barclay promoted to Senior Vice President, ISS Wholesale Banking Operations at Scotiabank
- Chris Hodgson to Scotiabank as Senior Managing Director, Wealth Management
- Rowan Saunders to Royal & SunAlliance Canada Group as President and CEO
- Eric Demirian to CCFL Advisory Services as President and CEO

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## **INTERNET SERVICES**

*Courtesy of Mandrake*

### Appointments

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## **PHARMACEUTICAL**

*Courtesy of Mandrake*

### Appointments

- Stu Fowler promoted to Business Unit Director, Botox & Dermatology at Allergan
- Peter Alofs to Princess Margaret Hospital Foundation as President & CEO
- Mike Cloutier to Astra Zeneca as CEO
- Andrew Otis to CV Technologies as CFO (Edmonton)
- Norman Oliver to CV Technologies as Senior Vice President (Edmonton)
- Tracy Baskerville to Solvay Parham as Director of Medical and Regulatory Affairs
- Jaques Lapointe to ConjuChem Inc. as Interim President & CEO (Montreal)
- Dr. Ahmad Khalil to Medicure Inc. as Director of Scientific Affairs (Winnipeg)
- Dr. Julie Conquer to KGK Synergize as Director of Contract Research Services
- Carl St. Pierre promoted to Vice President, Sales & Marketing at Berlex
- Mike Nethercott to MDS as Vice President, Corporate Marketing & Communications
- Jordan Bernamoff to St. Peter's as Vice-President , Business Development (Hamilton)
- Jon Congleton promoted to General Manager at Teva Neuroscience

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## **RETAIL**

*Courtesy of Mandrake*

### Appointments

- Hanne Olesen-Nahman to Ruth's Chris Steak House as Vice President, Operations

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Bruce Kenny to Pivotal as Senior Vice President (Vancouver)
- Tal Bevan to Allstream as Executive Vice President, Sales
- Mark Ury to Blast Radius Toronto as Director of User Experience.
- Lawrence Loo to Agilent Technologies as President & General Manager
- Terry Walsh promoted to President at Cisco Systems Canada

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- Peter Daniel to Bell Canada as Executive Vice President, Communications for BCE and Bell Canada
- Janet Yale to Telus as Executive Vice President of Government and Regulatory Affairs

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