

InterViews Online

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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.*



Sept. 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 *DestinyME(tm)*. A 60-minute information session covering all aspects of looking for a job will be held on Friday, Sept. 12, 2003 from 10:00 am - 12:00 pm. 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 Rossteuscher@nexcareer.com or call 416-972-1080 ext. 823

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,

THE SIX STAGES OF MODERN CAREER DEVELOPMENT

Today's career professional could possibly change careers five to seven times during their working lifetime, according to experts. To help navigate these sorts of career changes, this article from *Quintessential Careers* presents six stages of career development.

They include:

- Assessment
- Investigation
- Preparation
- Commitment
- Retention
- Transition.

To learn more about how you can make any career transition easier, click on the link below to read the full article.

http://www.quintcareers.com/career_development.html

HOW TO PROFIT FROM NETWORKING

It's not enough to just gather business cards at a networking event. In order to make networking event as profitable as possible, this article from *Business Know-How* details five effective strategies.

They include:

- Choose the right network group or event
- Focus on quality contacts versus quantity
- Make a positive first impression
- Be able to clearly state what you do
- Follow up after the event.

To learn more about how these strategies can help you at your next networking event, click on the link below to read the full article.

<http://www.businessknowhow.com/marketing/profnetw.htm>

FEELING NEEDY ON THE JOB

Everyone has certain criteria that must be met to feel happy in their career. This article from *Monster.ca* presents some of the most important criteria and how to recognize their importance to you on the job.

Areas include:

- Social needs
- Professional needs
- Emotional needs
- Monetary needs
- Work/life balance needs
- Work environment needs.

To learn more about how these criteria can help you become happier in your current role and future career path, click on the link below to read the full article.

<http://english.msn.monster.ca/articles/needy.asp>

We welcome your feedback on these articles. Please e-mail us at pointofview@mandrake.ca .

▲ top

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

- Lisa Bednarski to Cohn & Wolfe as Vice President
- Jim Noble to TBWAVancouver as Creative Director (Vancouver)
- Mauro Alencar to Blast Radius as Creative Director (Vancouver)
- Marcus Ericsson to Blast Radius as Art Director (Vancouver)
- Sean Davison to MacLaren McCann as Group Creative Director
- Jon Freir to MacLaren McCann as Group Creative Director
- Catherine Frank promoted to VP, Director of Global Business at PJ DDB
- Yvonne Burnside to Hill & Knowlton as VP and Toronto Group Leader
- Jean-Francois Bernier to Alfred Communications as Founder/President (Montreal)
- Lance Smith to Cossette Post, subsidiary of Cossette Communications Group as President & COO (New York)
- David Kravit to Padulo Integrated as Executive Vice President
- Julie Gervais to PALM Publicite Marketing as Director Radio/Television Service (Montreal)
- Sandi Gidluck to Gee Jeffery & Partners as Senior Art Director
- Roanne Argyle to Argyle Rowland Communications as Vice President
- Richard Bernstein to iLeo, division of Leo Burnett as General Manager
- Karin Schnarr to Veritas Communications as Director, Public Relations
- Bob Reid promoted to Director of Media Relations at Veritas Communications
- David Goldfarb to Cerebrum Communications as Founder/President
- Julius Freilich to Anderson DDB Health & Lifestyle as Media Director
- Kevin Goodman to MASEV Communications as Director of Corporate Partnership

▲ top

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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

- Les Hine as President Ontario/West; Sales & Marketing at Molson
- Gino Cantalini promoted to VP Marketing for Molson Canadian at Molson Breweries
- Paul Brennan promoted to VP Marketing for superior premium brands at Molson Breweries
- Anne Marie Halpin promoted to VP Marketing for the light and value beer at Molson Breweries
- Don Blaustein to Molson Breweries as Vice President, of export development
- Jean-Marc Desnoyers to Encore Gourmet Food as Marketing Director (Quebec)

▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Christine Lasky to Cumis Insurance as VP Marketing and Communications
- Catherine Grant to CIBC Personal Banking as Director, Segmentation
- Jonathan Morgan to Canadian General Investments Ltd (GCI) as Vice President of the Companies
- Chris Ireland, to PPI Investment Group as VP, Planning Services, Western Canada (Vancouver)
- Gilles Gervais to Lowndes Lambert Quebec Ltee. as Senior Vice President and General Manager (Quebec)
- Richard Valade promoted to Sr. Vice President at Trans Canada Credit Consumer.

- John Currado promoted to President at TransCanada Credit Yes Plan Auto
- Maurice Forget promoted to Vice President & General Manager at Wells Fargo Financial Canada HomePlan Mortgage division
- Donna English promoted to Director of Customer Experience at American Express
- Yvonne Ziomecki promoted to Director, Customer Engagement & Cross-Sell at American Express

▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Janice Smith promoted to Director of Marketing - Oncology at Astra Zeneca
- Brenda Augustin to Janssen-Ortho as Director HR
- Lionel Houle promoted to Director of Marketing - Biopharma at Wyeth Pharmaceuticals.
- David Rendimonti to Wyeth Pharmaceuticals as Director Marketing
- Elaine Sutherland to Aventis as Executive Director of Marketing, Vaccines
- Glen Block to Biogen as Director of Marketing
- Debbie Sevenpifer to Niagara Health System as President & CEO

▲ top

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RETAIL

Courtesy of Mandrake

Appointments

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▲ top

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▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Jim Dickerson to Redline Communications as VP, Engineering
- Peter Baran to AGTI Consulting Services as Managing Director (Vancouver)
- David Lee promoted to Chief Technology Officer at Contego Information Security Solutions
- Ian MacLennan to TelPay Inc. as Vice President Sales, Eastern Canada
- Thomas Miklikowski to Precidia Technologies as Director, Cannel Sales (Ottawa)
- Rodger Lea to New Media Innovation Centre (New MIC) as Chief Technology Officer (Vancouver)
- Gonzalo Peralta to BabelFish as VP, Language Training (Ottawa)
- Graham Pincott to BabelFish as VP, Operations (Ottawa)
- Chris Boudreau to BabelFish as VP, Localization (Ottawa)
- Jose Fereyro to BabelFish as VP, Sales (Ottawa)
- Greg Stuart to Eyedu Solutions as Director of Business Development and Marketing (Ottawa)
- Garth Albright to Gemcom Software as CFO & Corporate Secretary (Vancouver)
- Douglas Johnson to CodeBaby Corp as Director of Marketing (Edmonton)
- Wayne Carrigan to ThinData as Director of Client Strategy
- Douglas Colbeth to Webplan Inc. as President & CEO (Ottawa)
- Robert Saloman to Nakina Systems as Global Vice President, Marketing & Sales (Ottawa)
- Jane Todd to Agility Recovery Solutions (formerly GE Disaster Recovery Services) as Vice President & CFO
- Kelly Moodie to Provance Technologies as VP of Alliances (Gatineau)
- Carl Smith to NUVO Network Management as CFO (Ottawa)
- Paul Van Bakel to DALSA Corp. as CFO (Waterloo)
- James Alexander to IDC Canada Ltd. as Vice President Sales and Marketing
- Randy Littleleson to Webplan as Vice President of Marketing
- Brian Martin to The Thomson Corporation as Vice President of Corporate Affairs
- John Taylor-Wilson to SmarTire Systems as Vice President Sales and Marketing
- Dawn Tinling to Axia NetMedia as Vice President of Communications

▲ top

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Eric Hoover to Verb Exchange as Executive Vice President, Sales and Marketing (Vancouver)
- Joseph Chesham promoted to President, Ontario Region at Rogers AT&T Wireless

▲ top

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▲ top



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