

InterViews Online

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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.*

New Partners!

Mandrake is pleased to announce the appointment of six new Partners! [Click here to learn more!](#)

Best Employers in Canada Conference

Stefan Danis, CEO and Chief Talent Officer at Mandrake, will speak at the Best Employers in Canada Conference, April 26-27th in Toronto. [Please click here for details.](#)

Marketing Hall Of Legends of Canada

Mandrake is proud to present the Marketing Hall Of Legends of Canada. The whole marcomm industry is invited to the launch party on May 13th where we will honor '80 Founding Friends'. [Please click here for details.](#)

Upcoming Telecom Summit Notification

Mandrake would like to remind you of the upcoming 2004 Canadian Telecom Summit, June 16-17, 2004. It is the third annual gathering of Canada's telecommunications leadership. The Summit has built a reputation for bringing together the people who are shaping Canada's telecommunications sector, from carriers, manufacturers, policy makers and regulators. There is a stellar lineup of keynote speakers for the 2004 Conference, with John Chambers of Cisco, Frank Dunn of Nortel, Michael Sabia of BCE, Darren Entwistle of TELUS, Bill Linton from Call-Net, and John McLennan of Allstream. The schedule, which details members of all of the panels, can be found at: www.gstconferences.com. A discount is provided for early registrants.

Career Management

If you are not getting the results you want from your job search efforts, isn't it time you spoke to the experts?

Through a strategic partnership with DestinyME(tm), a career management firm, we have a high-value service offering to:

- help you create your career plan
- align your career objectives with your values
- present yourself powerfully on paper
- deliver a more powerful interview
- assist you in negotiating the right compensation.

To take action contact:

Allison Quennell- quennell@destiny.me.ca or call 416-972-6843 x 826.

Vivian Rossteuscher - rossteuscher@destiny.me.ca or call 416-972-6843 x 823.

Visit our website at www.destiny.me.ca.

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 www.interviews-online.net.

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To unsubscribe from InterViews Online, please [click here](#).

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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BALANCING PRIORITIES ON SCHEDULE

For many new managers, the balancing act between still performing as technical experts and their new primary managerial and strategic duties can be daunting.

This article from *HBS Working Knowledge* offers a method of looking at the various tasks faced by managers through their urgency and importance and "triaging" them appropriately for maximum productivity.

To learn how these methods can help you get control of your schedule and advance in your career, click on the link below to read the full article.

http://workingknowledge.hbs.edu/item.jhtml?id=3795&t=career_effectiveness

TEN TIPS FOR CREATING A CAREER THAT LIGHTS YOUR FIRE

It's possible to be excited and energized every day by your career says this article from *Quintessential Careers!* The article offers 10 suggestions to help you develop this outstanding career.

Tips include:

- Get to know yourself
- Brainstorm
- Explore
- Take baby steps
- Identify your obstacles
- Create a Passion Posse
- Re-examine your definitions of success and failure
- Make a plan
- Act today
- Commit to making it happen.

To learn more about how these suggestions can assist you in your career path, click on the link below to read the full article.

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

INTERVIEWING LIKE A PRO IN FIVE EASY STEPS

Interviews can be won or lost in seconds, yet many career professionals approach them with little preparation. This article from *Career Know-How* offers five tips to help significantly improve your interview performance.

They include:

- Understanding your role and that of the interviewer
- Selecting 3-5 accomplishments or skills as your selling points
- Adapting your communication style to that of the interviewer
- Turning the interview into a conversation by asking questions your own questions
- Not being blind-sided with common interview questions.

To learn more about how time spent preparing for your interview can produce significant results, click on the link below to read the full article.

<http://www.careerknowhow.com/interviewtips/pro.htm>

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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

- Louis Desjardins promoted to Chief Executive Officer at Transcontinental
- Roger Dunbar to Globe and Mail as Vice President, Ad Sales
- Serge Gouin promoted to President and Chief Executive Officer at Quebecor Media
- Murray Lewis to Rider's Digest Magazines Canada as Editor in Chief for Our Canada Magazine
- Dan McNair to Somerset Entertainment as Director, Purchasing & Planning
- Erik Peladeau promoted to Chairman of the Board of Quebecor Media
- Pierre Karl Peladeau to Quebecor World as President & CEO
- Lisa Tant promoted to Editor in Chief at Flare Magazine
- Ralph Bain promoted to Chief Operating Officer at Wood & Associates Direct Marketing Services Ltd.
- Frédéric Blache to Republik Publicité + Design as Art Director (Montreal)
- Laurene Cihosky to Blitz Direct, Data & Promotions as Vice President & General Manager
- Simon Creet promoted to Creative Director at TBWA\Toronto
- Israel Diaz to Leo Burnett as Associate Creative Director
- Fran Doiron promoted to Senior Director of Promotions at Blitz Direct
- Simon Duffy promoted to Creative Director at TBWA\Toronto
- Heather Fraser promoted to President at TAXI Health
- Chris Freimond to Hill & Knowlton Canada as Vice President, Public Relations (BC)
- Katherine French to Publicis as Vice President and Managing Director of Production Services for Optic Nerve Design
- Goodwin Gibson promoted to Senior Vice President, Retail & Marketing Services at Cossette Communications Group
- Victoria Gray to Maclaren McCann West at Director of Strategy
- Lezlie Grossman to Maclaren as Senior Vice President, Brand Director
- Rob Guenette to TAXI as President for Montreal and Toronto offices
- Chris Harrison to Maclaren McCann as Associate Creative Director
- Brian Hickling to CCL Halifax as Creative Director
- Rick Kemp to Grey Worldwide as Vice President, Creative Director
- Steve King to Zenith Optimedia Group as Chief Executive Officer
- Jaye Kornblum-Rea to Capital C Public Relations as Managing Director
- Paul Lavoie promoted to Chairman at TAXI
- Michael Lee to Downtown Partners as Art Director
- Doug Lowe to Cossette as Senior Vice President and General Manager of Creative Production Services at Cossette Communications Marketing
- Ian MacKellar to Maclaren McCann as Associate Creative Director
- Lance Martin promoted to Associate Creative Director at TAXI
- Stacey McInnes to Publicis as Vice President, Group Strategic Planning
- Beth McKinnon promoted to Partner at TAXI
- Tom Middleton to Marketing Drive as Creative Director
- Franca Miraglia promoted to Senior Vice President, Associate Director at Ketchum Public Relations
- Nicola Moore to Advance Planning/Manning Selvage & Lee as Vice President, Consumer Group
- Zak Mroueh promoted to Vice President, Executive Creative Director at TAXI
- Steve Mykolyn promoted to Design and Interactive Creative Director at TAXI
- Ted Nation to agensi as partner/founder
- Linda O'Connor to G. Ryan Design as Managing Director
- Troy Palmer to Downtown Partners as Copywriter
- Dale Roberts promoted to Associate Creative Director at Axmith McIntyre Wicht
- Linda Ruddy promoted to Vice President, Sales & Marketing at Wood & Associates Direct Marketing Services Ltd.
- Jim Selman to Inventa Sales & Promotions as Vice President, Client Development
- Marc Stoiber to Grey Worldwide Northwest as Vice President, Creative Director (Vancouver)
- Jan Valentic to Young & Rubicam Brands as Executive Vice President

Stock activity

Courtesy of Mandrake

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CONSUMER GOODS

Courtesy of Mandrake

Appointments

- Mike Aucoin to Hershey as Director, Food Channel
- Doris Bitz promoted to Vice President of Beverages at Pepsi-QTG
- Kevin Boyce to Molson as President & Chief Operating Officer
- Yves Charbonneau promoted to Vice President Sales at Natrel
- Michael Code to Hershey as Director, Consumer Insights
- Brian Erdelyi to ED Smith as Vice President, Sales & Marketing
- Steve Fox promoted to Senior Vice President, Sales at Nestle Canada
- Robert Hattem promoted to President and Chief Operating Officer at UAP Inc.
- Kevin Lake promoted to Director of Marketing for Tropicana at Pepsi-QTG
- Terrence LeBlanc promoted to Executive Vice President, Auto Parts for Canada at UAP Inc.
- Serge Paquette promoted to President at Natrel (Montreal)
- Richard Tousignant to Hershey as Director, Drug Channel
- Douglas Wilson promoted to President & Chief Operating Officer at Sony of Canada Ltd.

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Steve Allen promoted to Senior Vice President, Director Risk Solutions Practice at Willis Canada Inc.
- Georges Bénay promoted to Managing Director and Head of Toronto office at Société Générale
- Steve Bradie to Green Shield Canada as Executive Vice President and Chief Operating Officer
- Richard Bubb-Clarke promoted to Senior Vice President, Global Risk Management, Canadian Commercial Credit at Scotiabank
- Pym Buitenhuis promoted to Director, Events and Sponsorship for Corporate Marketing Group at BMO Financial Group
- Tim Davies to Commonwealth Insurance Company as Assistant Vice President
- David Garner promoted to President & Chief Executive Officer at Green Shield Canada.
- Duane Green to Franklin Templeton Investments as VP, Strategic Account Management
- Tom Gunn to UBS Investment Management Trust Inc. as Inaugural President and Chief Executive Officer
- Kenneth Kehler promoted to Vice President and Director Operations at Morris & Mackenzie Inc. (Vancouver)
- Gerry Kennedy promoted to Assistant Vice President at Commonwealth Insurance Company
- Jack Mazakian promoted to Vice President, Financial Institutions Practice at Willis Canada Inc.
- Gregory Milavsky promoted to Managing Director and Group Head, Scotiabank Private Equity Investments at Scotiabank
- Stephen Poloz promoted to Senior Vice President and Chief Economist at Export Development Canada (EDC)
- Stephen Rive to Standard & Poor's as Vice President, Index Services (Canada) and Global Practice Leader
- Carmen Rossiter to Protiviti Inc. as Managing Director
- Dianne Tarris promoted to Assistant Vice President, Canadian Property Division at Commonwealth Insurance Company
- Jennifer Thompson to Unisen Inc. as Executive Vice President, Information Services and Chief Information Officer
- Michael Wilson promoted to Chairman at UBS AG

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Peter Gilfillan to Monster.ca as Vice President Sales
- Tom Gillette to Radiant Communications as Executive Vice President of Sales & Marketing
- Nathalie Marceau to Monster.ca as Vice President Marketing (Montreal)
- Sean Shannon promoted to Managing Director at Expedia.ca

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Richard Alvarez to Canada Health Infoway as President and Chief Executive Officer
- Jean Bartkowiak to SCO Health Service as President & CEO (Ottawa)
- Glenn Block, to Biogen Idec as Associate Director of Marketing, Dermatology
- Christian Blouin promoted to Director, Public Health Policy & Government Relations, Vaccine Division, at Merck Frosst
- Jacques Brunelle promoted to Vice President, Eastern Canada at McKesson Canada
- Elgin Cameron promoted to Director of Marketing & Sales, Vaccine Division, at Merck Frosst
- Nick Day promoted to Director of Sales at IsaiX Technologies (Montreal)
- Pat Forsythe to Altana as VP Marketing & New Business Development.
- Neil Mellor to Solvay Pharma as Associate Director of Business Development
- Anne Miao to Phase 4 Health Inc. as Director of Key Accounts & Business Development (Toronto)
- Amorell Saunders N'daw promoted to Vice-President, Wellness Public Relations Dividison of Veritas Communications.
- Mark Trudeau promoted to President & General Manager at Bristol-Myers Squibb, Canada.
- Dale Weil promoted to Vice President, Hospital and Specialty Pharmaceutical Solutions at McKesson Canada
- Russell Williams to Rx&D as President

Stock activity

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RETAIL

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Appointments

- Allen Baker to Carlson Wagonlit Travel Canada as Vice President, Client Service
- Thatcher Brown promoted to Executive Director, Brand Marketing at Fairmont Hotels & Resorts
- Wayne Clark to Taco Time Canada as VP, Franchise Development for Taco Time and Cantina Brands (Calgary)
- Geoff Foster to Taco Time Canada as General Manager, Saskatchewan, Manitoba, and Ontario
- Marc Lieberman to Taco Time Canada as General Manager, BC
- Steve Nickerson to Taco Time Canada as General Manager, Alberta
- Uwe Stueckmann promoted to Vice President Customer Relationship Management at Shoppers Drug Mart
- Sean Taggart promoted to Executive Director, Marketing Services at Fairmont Hotels & Resorts

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Robert Courteau promoted to President and Managing Director at SAP Canada Inc.
- Iain Klugman to Communitech as President
- Jean Pascal Mathieu promoted to Vice President, Strategy at Nurun (Montreal)
- Rahul Sharma to Shaw Communications as Vice President, On Demand Television Services (Calgary)
- David Toews to Leitch Technology Corporation as Chief Financial Officer
- Jeffrey Watts to SAP Canada as Senior Vice President, Marketing & Alliances

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Stephen Bayliffe to promoted to President, TELUS Sourcing Solutions (TSS)
- Steve Picco to Microcell as Vice-President Sales and Distribution

Stock activity

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