

InterViews Online

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Mandrake

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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.*

"Is your job search producing the Results you want?"

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@destinyme.ca or call 416-972-6843 x.826.
Vivian Rossteuscher - rossteuscher@destinyme.ca or call 416-972-6843 x.823. Visit our website at www.destinyme.ca.

Interested in an international posting or in recruiting international talent? Mandrake joins forces with global executive search practice.

Human Capital has always been at the heart of successful organizations. Hence the choice of HC2 as the name of the global executive search organization: Human Capital to the power of two. HC2 has set up a network of companies in key centres around the world who, because of their experience and knowledge of the global marketing communications industry, will be able to access a wide range of talent hitherto untapped for such key roles. This is the unique benefit of working with HC2. The firms included in the network have been actively involved in Executive Search for many years, all of them specializing in searches for the marketing communications industry. By bringing them together in an equity based organization, we are now able to deliver a global search capability to match today's rapidly changing international business scenario. Key offices include New York, London, Paris, Madrid, Singapore, and Buenos Aires. For more information, please visit www.results-consulting.net/hc2/index.html.

6 well deserving new partners appointed at Mandrake.

Mandrake is pleased to announce the appointment of six new Partners - Daphne Bykerk, David Smith, Louise Daigneault, Stephen Milic, Mark Atkins and Michael Gates. Each has made a significant contribution in their time with Mandrake and the appointments are well deserved. **Click here** to learn more!

Mark your calendar for Canada's Marketing Hall of Legends award gala January 27, 2005.

The Marketing Hall of Legends was launched successfully on May 13th at the trendy "This is London" venue with 600 guests in attendance, and more than 100 agencies and other marketing enablers funding its launch. Mandrake and the AMA are the proud sponsor of the initiative, along with The Globe and Mail, AC Nielsen, and Rothman Benson & Hedges. More than 240 Canadians were nominated as possible inductees. In September, Canada's top 500 marketing executives will judge the nominees. The 10 chosen "Legends" will be honored on January 27, 2005 at Liberty Grand. Please visit www.marketinghalloflegends.ca for more details!

Skate for Kids 2004 raises \$50,000 for children charities.

Stephen Milic, Partner at Mandrake and event Chair is pleased to announce that Skate for Kids, held on April 24th, delivered again! Various children charities will profit from the proceeds, which have exceeded \$500,000 since

the event's inception in 1991. Please visit www.skateforkids.com for more details. If you are interested in getting involved with next year's event, which will take place in late April, please call Stephen at 416-922-5600 x.213, or email him at milic@mandrake.ca.

Best Employers in Canada Conference.

Stéfan Danis, CEO and Chief Talent Officer at Mandrake, spoke at the Best Employers in Canada Conference on April 27th. To access his presentation about "How to Find Talent and How to Keep Talent", which was voted as one of the best, please email Daniela Ionescu at ionescu@mandrake.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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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,

Stéfan Danis
CEO and Chief Talent Officer
Mandrake
danis@mandrake.ca

Normand Lebeau
Directeur Général/ Associé
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

BUILD A MORE MEANINGFUL CAREER

For someone in a career or position they dislike, the negative feelings can permeate nearly every area of their life. Yet, for many people, it can be difficult to know how to make the changes required to find a meaningful career path.

This article from *Quintessential Careers* offers some initial steps to start building a more positive career.

They include:

- Do some self-analysis
- Use your unique genius and talents
- Others have done it and so can you
- Make a decision.

To learn more about how these steps can help turn around your career trajectory, click on the link below to read the full article.

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

WHEN BAD INTERVIEWS HAPPEN TO GOOD CANDIDATES

Costly mistakes can happen in many different ways during an interview. This article from *Career Know-How* offers some common scenarios where these errors occur, and the "lessons learned".

To read more about how to steer clear of mistakes that could cost you a good position in your next interview, click on the link below to read the full article.

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

TEN RESUME "DON'Ts"

No one wants their resume "filed" away in the recycling bin, but a resume that hasn't been carefully and

objectively examined can cause just that. This article from *Monster's Career Centre* offers 10 elements to consider before sending out your resume to potential employers.

They include:

- Appearances count
- Does size count?
- Truth or consequences
- State your case
- Put your best foot forward
- No excuses
- What have you done lately?
- Target your audience
- No extra papers, please
- Don't get personal.

To learn more about how these suggestions can make your resume stand out, click on the link below to read the full article.

<http://resume.monster.ca/dosanddents/resumedonts/>

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

▲ top

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

- Guy Bonnell to Corus Radio of Toronto as Director of Sports Marketing and Sales
- Rolfe Jones to Famous Players Media as Vice President of Sales & Marketing
- Ian Mishkel to TVOntario as Managing Director, Development, Marketing & Communications
- Barry Patterson to Canadian Film Centre as Director of Marketing
- Richard Stursberg to CBC/Radio Canada as Executive Vice President, English Television
- Joe Amaral to TBWA\Toronto as Senior Art Director
- Lisa Baiton to Environics Communications as Vice President
- Brett Channer to Saatchi & Saatchi as Executive Vice President, Creative Director
- Scott Couture TBWA\Toronto as Senior Art Director
- Paul Evans to Cundari Integrated Advertising as Associate Creative Director
- Tim Ferris to Rotenberg Research as Principal and Vice President, Client Services
- Brian Fetherstonhaugh promoted to Chief Executive Officer at OgilvyOne Worldwide
- Bhavik Gajjar to Cossette Atlantic as Art Director (Halifax)
- Ian Giles to Ariad Custom Communications as Director, Online Marketing
- Kevin Golding to Eucan as Director of Sales & Marketing
- Bob Goulart to Grip as Partner
- Victoria Gray to MacLaren McCann West as Director of Strategy (Vancouver)
- David Hamilton to Grip as Partner
- Chris Harrison to MacLaren McCann as Vice President, Group Creative Director
- Monica Hofmann promoted to Senior Vice President, Chief Financial Officer at MacLaren McCann
- Karen Howe promoted to Vice President, Creative Director at Due North Communications
- Jill King promoted to Vice President, Managing Director at Due North Communications
- Paul Kron to MacLaren McCann as Senior Vice President, Group Brand Director
- Paul Lang to Hot Tomali Communications as Interactive Creative Director and Art Director
- Ian MacKellar to MacLaren McCann as Vice President, Group Creative Director
- Todd Mackie to DDB Canada as Senior Art Director
- Jean Marchand to Nurun as Vice President Production
- Nathan Monteith to Grip as Associate Partner
- Allen Oke to TBWA\Toronto as Senior Writer TBWA
- Paul Pelton to Black Rock Marketing Group as Vice President, Client Services
- Michael Pietrocario to Rotenberg Research as Principal and Vice President, Operations
- Denise Rossetto to DDB Canada as Senior Copywriter
- Marcus Sagar to TBWA\Toronto as Writer
- John Seifert promoted to Chairman Global Brands at OgilvyOne Worldwide
- David Sly to McMillan as Director Client Services (Vancouver)
- Rod Thornton to Advance Planning MS&L as Senior Vice President and Practice Leader, Corporate Communications
- Jean-Pierre Veilleux to Ove Design & Communications as Vice President, Strategic Design and Communications
- Don Veinish to Cossette Atlantic as Creative Director (Halifax)

- Stefan Wegner to Grip as Associate Partner
- Catherine Wong to TBWA\Toronto as Senior Art Director
- Mark Wu to 2Gen.Net as President & Partner

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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

- Christian Dubé to Cascades Inc. as Vice President and Chief Financial Officer (Quebec)
- Ian MacDonald promoted to National Director of Marketing and Nutrition at Dairy Farmers of Canada
- Dale Morrison to McCain Foods as President & CEO (New Brunswick)
- Sunil Panray promoted to Vice President, Chief Financial Officer at Imperial Tobacco

Stock activity

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▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Zainul Ali to Towers Perrin as Senior Member of the Asset Consulting Team
- Graham Badun promoted to President at Centract Residential Property Services
- Gene Creelman to Prospera Credit Union as Vice President Marketing
- Andrew Dorrington to AIC Limited as Senior Vice President, Client Strategy
- Victor Goodman to Centract Residential Property Services as Executive Vice President, Sales & Marketing
- Peter Hodgson to AIC Limited as Vice President, National Sales Manager
- Andrew Kuhn promoted to President at CSL Equity Investments Limited
- Wayne Newling to Computershare Investor Services as President, Investor Services Canada
- Graham Thouret to Diversified Global Asset Management (DGAM) as Managing Director and Head of Client Services
- Kevin Wark to PPI Financial Group as Senior Vice President, Business Development
- David Whyte to AIC Limited as Executive Vice President

Stock activity

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▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

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Stock activity

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▲ top

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Benoît Chotard to Victhom Human Bionics as Vice President and Chief Financial Officer (Quebec)
- Pascal Delmas to Bioxel Pharma Inc. as Executive Vice President and Chief Executive Officer (Quebec)
- Guy-Renaud Kirouac to St.John Ambulance as General Manager (Quebec)
- Dr. Joseph Ma to Herzig Eye Institute as Director of Corneal Surgery and Research
- David MacDonald promoted to President and Chief Executive Officer at Active Pass Pharmaceuticals Inc. (Vancouver)
- Michael Meyer promoted to Senior Vice President, Sales and Marketing at Systems Xcellence Inc.
- Thomas Stevens to Bio-America as President
- Thomas Urban to CellFor Inc. as Chief Executive Officer (Vancouver)
- Andrew Warnes to Zenon Environmental Inc. as Director of International Marketing and Sales for Consumer Products
- Jinzi Wu to Procyon Biopharma as Vice President, Preclinical and Basic Research (Quebec)

Stock activity

▲ top

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RETAIL

Courtesy of Mandrake

Appointments

- Greg Brenneman to Burger King as Chief Executive Officer
- Carol Hyams to Vaughan Mills Shopping Centre as General Manager
- Jeff Kroll promoted to Vice President, Supply Chain at McDonald's Restaurants of Canada
- Arlene Lebovic to Tabi International as Director of Marketing
- Andrea Tushingham to Vaughan Mills Shopping Centre as Director of Marketing

Stock activity

▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- John Mackie promoted to Vice President, General Counsel and Corporate Secretary at Gennum Corporation
- Michael Quickley to Canon as Director of Sales, Commercial Accounts
- Stephen Wilson to Shaw Communications as Chief Financial Officer and Senior Vice President

Stock activity

▲ top

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- George Krausz to Motorola Canada as Vice President and Director of Sales Operations
- Darryl Levy promoted to President, Western Region at Rogers Wireless
- William (Bill) Rainey to Vonage Canada as President
- Louis-Phillipe Roux to Telebec as Directeur General Marketing

Stock activity

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▲ top

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▲ top



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Executive Search • Mergers & Acquisitions • Strategic Alliances • Organizational Consulting

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