

InterViews Online

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Mandrake

July 2004

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.*

Mandrake's merger and acquisition practice goes international.

Mandrake is pleased to announce that it is joining Results International Consulting. Results International Consulting is an equity-based partnership of independent corporate finance and business consulting practices covering Europe, North and Latin America and Asia-Pacific. The head office is in London, with co-ordination being achieved through Regional Presidents for Europe, North and Latin America, and Asia-Pacific. Results International Consulting's Partners have built up strong reputations in their territories as professional advisers specializing in the marketing communications sector, especially for merger and acquisition engagements. The Results International Consulting partnership network is the most extensive Advertising and Marketing Communications industry-specific consultancy practice in the world, with combined fee income of over \$30 million. Please visit www.results-consulting.net/home.html for more details.

Marketing Hall of Legends awaits your nominations.

The Marketing Hall of Legends was launched successfully on May 13th at This is London with 600 guests in attendance. More than 100 agencies and other marketing enablers funded its launch and you can visit the web site for details. Mandrake is proud sponsor of the initiative, along with The Globe & Mail and Rothman Benson & Hedges. The site is now open to your nominations for Canadians worthy of your vote for lifetime marketing achievement. Please visit www.marketinghalloflegends.ca and nominate!

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, Steve 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!

"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@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.

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

THE SMARTER WAY TOWARDS SELF-DEVELOPMENT

Leadership training can be a valuable tool in the career development of managers and executives. Unfortunately, not all employees have access to these sorts of programs.

This article from *HBS Working Knowledge* presents lessons taken from one company's insightful approach to leadership training. Points include:

- Focus on the job, not the classroom
- Look for the overlap between individual interest and the company's strategic needs
- Remember that companies are dynamic - and so are the leadership skill they require
- Know when to reach out
- Now more than ever, you need to take responsibility for your own development.

To learn more about how leadership training and the elements included in this program can help you better plan your career trajectory, click on the link below to read the full article.

http://hbswk.hbs.edu/item/jhtml?id=3806&t=career_effectiveness

10 CAREER CHANGE MISTAKES TO AVOID

Changing careers is a big decision, which, if not conducted properly, can be fraught with mistakes. This article from *Quintessential Careers* highlights 10 common mistakes that job seekers make when attempting to transition from one career to another.

They include:

- Making a career change without a plan
- Changing careers because you hate your job
- Making a career change solely based on money/benefits
- Changing careers because of outside pressure
- Making a career change without refreshing your network and finding a new mentor
- Changing careers without examining all the possibilities
- Making a career change without assessment of likes/dislikes and without self-reflection
- Changing careers based on the success of others
- Making a career change without necessary experience/education
- Changing career without updating job-search skills/techniques.

To learn more about how you can sidestep these career change pitfalls, click on the link below to read the full

article.

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

SMOOTHING RUFFLED FEATHERS

Gossip and anger can quickly spread through any workplace - turning it from a healthy environment to a malicious one. This article from *Business Know-How* presents a way to deal with these sorts of "ruffled feathers" through the H.I.P. formula.

This method encompasses:

- Being Honest
- Being Immediate
- Being Positive.

To read more about how the H.I.P. formula can help you develop the maturity, intelligence and willingness to most effectively deal with workplace conflicts, click on the link below to read the full article.

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

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

- Brad Furtney promoted to Director of Sales at CBC Television
- Tracey Ho Lung to Chatelaine as Editor
- Peter King promoted to General Manager at NBA Canada
- Phil King promoted to President at The Sports Network
- Alan Mayne to CHUM as Chief Financial Officer
- Ian Mishkel to TVOntario as Managing Director of Development, Marketing & Communications
- James Rafferty to Warner Music Canada as Senior Director of Operations
- Geoff Arnoldi to Vision Group of Companies as Managing Partner, Creative Planning
- Bill Baker promoted to Senior Vice President and Managing Director at DDB Canada (Vancouver)
- Bryan Banman to Grip Limited as Associate Partner
- Melissa Barrilli to ANTIBODY Healthcare Communications as Art Director
- Richard Bodge to DAC Group as President & Partner, NY Office
- Scott Brubacher to MaLaren McCann's PR division as Vice President, Director Public Relations
- Helen Bullingham to Grey Direct as Director of Client Services
- Eric Capel to Euro RSCG Life as Vice President, Creative Director (Montreal)
- Andrew Caron promoted to Managing Director of Program Services at Essentia
- Brett Channer to Saatchi & Saatchi as Creative Director
- Betsy Cooper to Harbinger as Vice President.
- Paul Dike to Enterprise Advertising as Art Director
- Kal Dreisziger to Allard-Johnson Communications as Creative Director, Wellness (Montreal)
- Terry Drummond to Grip Limited as Partner
- Michael Fraser to The Jeffery Group as Vice President of Public Policy
- Bill Gaskey to Vision Group of Companies as Chief Operating Officer
- Lezlie Grossman to MaLaren McCann as Senior Vice President, Brand Director
- Jerry Huckins to Otis Sauter Leger as Director Creative Services
- Brian Jamieson to Extreme Communications as Managing Director (New Brunswick/ PEI/ Maine)
- Melanie Johnston promoted to Vice President, Client Services Director of the Brand Integrity Group at DDB Canada
- Lidia Krupka to Allard-Johnson Communications as Art Director, Wellness (Montreal)
- Rachel Leonoff to Environics Communications as Senior Consultant
- Alan Madill to Grip Limited as Partner
- Maryse Massé to Sudler & Hennessey as Business Director (Montreal)
- David Morelli to Cohn & Wolfe as Vice President, Director of Technology Practice
- Benson Ngo to Gilbert + Davis as Art Director and Designer
- Rick Perri to Wave Communications as Art Director
- Michael Roth to Interpublic Group as Chairman
- Danielle Rouleau to Environics Communications as Senior Consultant
- Mark Rouse to Essentia, a subsidiary of True North, as Managing Director of Marketing Services
- Alan Russell promoted to Chief Creative Officer at DDB Canada

- Pierre Savard to Draft Quebec as President (Quebec)
- Al Scornaienchi promoted to Chief Executive Officer at Axsmith McIntyre Wicht
- Michael Seven to Bluespark as Creative Director
- Andrew Souvaliotis to Gorrie Marketing Services as President and Chief Executive Officer
- Tim Spence to Exclusive Communications, a division of The Exclusive Group, as President
- Robert Thompson promoted to Chief Operation Officer and Chief Financial Officer at Interpublic Group
- Norm Trudel to Mercer Creative Group as Director of Finance and Administration (Vancouver)
- Ben Weinberg to Grip Limited as Associate Partner
- Arnold Wicht promoted to Chairman at Axsmith McIntyre Wicht

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

- Lesley Gallinger to Swiss Herbal Remedies as Vice President, Finance, Administration/Human Resources and IT
- Eric Longval promoted to Vice President Sales and General Manager at Lassonde
- Mark Olney to Unilever as Vice President, Brand Development, Foods
- Jonathan Ram promoted to General Manager at New Balance Athletic Shoe
- George Tudose to Johnson & Johnson Inc. as Business Director, Category Development

Stock activity

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▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Martin Allaire to National Bank of Canada as Product Director, Commercial Division
- Rita Baker to National Bank of Canada as Product Director, Commercial Division
- Frank Bennett to Northbridge Financial Corporation as Director
- Serge Brière to HSBC Asset Management as Investment Counselor, Private Investment Management
- William Briscoe to GWL Realty Advisors as Senior Vice President, Commercial Investments
- John Burns to Corpfinance International Limited as Senior Vice President and General Counsel
- Brenda Crookshank promoted to Vice President at The Boiler Inspection and Insurance Company of Canada
- Peter Freill to Securcor Financial Group as Managing Partner
- Robert Gunn to Northbridge Financial Corporation as Director
- Jim Hewitt promoted to Vice President, Portfolio Management at KingStreet Capital Partners
- Peter Jarvis to Bimcor as Chief Investment Officer
- Larry Kaumeyer to ATB Financial as Vice President, Business Banking
- Jeff Lucassen to Diversified Global Asset Management as Chief Financial and Operating Officer
- Josephine Marks to Hospitals of Ontario Pension Plan as Senior Vice President, Investment Management & Chief Investment Officer
- Eric McFadden to Crestreet Power and Income Fund LP as President, Chief Executive Officer and Director
- Jim McKillop to ATB Financial as Chief Financial Officer
- David Miller to Hospitals of Ontario Pension Plan as General Counsel
- Erich Ossowski to Crestreet Power and Income Fund LP as Vice President, Wind Power of the Fund's General Partner
- Dave Picot promoted to Assistant Vice President at The Boiler Inspection and Insurance Company of Canada
- Bryan Smith to Northbridge Financial Corporation as Director
- Kevin Stanton promoted to President at Master Card Canada

- Robert West promoted to Assistant Vice President at The Boiler Inspection and Insurance Company of Canada

Stock activity

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▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Tamera Kremer to 24/7 as Director of Email Services and Chief Privacy Officer
- Stuart MacDonald promoted to Senior Vice President, Marketing, Packages and Canada for Expedia
- Jay Mitchell to 24/7 as Director of Business Development
- Stuart Morris to Expedia Canada as Director of Marketing
- Sean Shannon promoted to Managing Director at Expedia Canada Corp.
- Brian Simpson to Travelocity.ca as General Manager

Stock activity

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▲ top

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Barry Allen to MDX Medical as Director and Chairman of the Board (BC)
- Jonathan Andrews promoted to Chief Financial Officer at Pharmaglobe America Group
- William Charnetski to AstraZeneca Canada as Vice President and General Counsel
- Pierre Cloutier promoted to Director, Customer Relations (Corporate) at Abbott Laboratories
- Giles Crouch to MedMira as Vice President, Marketing & Business Development (Nova Scotia)
- Sylvie Denis promoted to Director of Sales, Primary Care, Pharmaceutical Products Division at Abbott Laboratories
- Pat Forsythe to Altana Pharma as Vice President, Marketing & Business Development
- Gilles Fortin promoted to Director, Ross Products Division at Abbott Laboratories
- Mike Freeman promoted to Director of Marketing at Paladin Labs.
- Andrew Frye to Abbott Laboratories as Director, Specialty Products, Pharmaceutical Products Division
- Hannu Tukkimaki promoted to President and Chief Executive Officer at Pharmaglobe America Group
- Dr. Jan Johansson to Resverlogix Corp. as Senior Vice President, Clinical Affairs (Alberta)
- Ian Johnson promoted to Marketing Director, Cardiovascular Business Franchise at Novartis Pharmaceuticals
- Christine Lennon to Neurochem as Vice President, Business Development
- Ian Malone to Millenium Biologix as Chief Financial Officer
- Tom Mamic to Agrisoma Biosciences as President and CEO
- Josie-Ann Maurais promoted to Associate Director, Medical Communications at Pfizer
- Jacky Quan promoted to Executive Vice President and Treasurer of Millenia Hope Inc. (Quebec)
- Vincent Rizzi to AstraZeneca Canada as Vice President, Finance and Chief Financial Officer
- Dave Rylett promoted to Marketing Director, Dermatology & Infectious Disease Business Franchise at Novartis Pharmaceuticals
- Gary Schmid promoted to Director of Marketing, Primary Care, Pharmaceutical Products Division at Abbott Laboratories
- Carol Storms promoted to Director of Sales at Solvay Pharma
- Dr. Thomas Ward to The Scarborough Hospital as President and Chief Executive Officer
- Paul K. Wotton to Topigen Pharmaceuticals Inc. as Chief Executive Officer

Stock activity

▲ top

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RETAIL

Courtesy of Mandrake

Appointments

- Raymond Hebert to Hunt Group as General Manager
- Daniel Jarvis to Intrust Corporation as President and Chief Executive Officer
- Steve Lamontagne to Provigo as Director, Fruits and Vegetables (Quebec)
- Paul Malo promoted to Vice President Finance and Chief Financial Officer at Canada Safeway
- Ron Pierce promoted to Vice President Sales at Canada Safeway
- Rolland Gilbert to Sodisco Howden as Director Information Technology (Quebec)

Stock activity

▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Randy Broda to SAP Canada as Vice President, Value Engineering
- Paul Carreiro to SAP Canada as Senior Vice President, National Sales
- Réal Pedneault to SAP Canada as Vice President, Eastern Canada
- Karen Rogers promoted to Vice President, Services Sales
- Owen Sagness promoted to General Manager of MSN Canada
- Stephan Scholl promoted to Regional Vice President of PeopleSoft Global Services at PeopleSoft Canada
- Norman Skolnick to SuiteWorks as Vice President, Sales
- Michael Tremblay to SAP Canada as Senior Vice President, Public Services
- Jeff Watts to SAP Canada as Senior Vice President, Marketing and Alliances

Stock activity

▲ top

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Ken Campbell to MobiFon at Vice President Marketing
- Mike Foley to Mobitel as Chief Commercial Officer
- Vit Hrdlicka to Cesky Mobil as Brand Experience Engineer
- Cam Kernahan to Shaw Communications as Vice President, Operations (Alberta)
- Darryl Levy promoted to President, Western Canada at Rogers Wireless
- Erin O'Neill to Cesky Mobil as Sr. Communications Consultant

- Joseph Pabon to Cesky Mobil as Director New Solutions
- Hyun Hee Pyun to Telebec as Marketing Director (Quebec)

Stock activity

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▲ top

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▲ top



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