

InterViews Online

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Mandrake

June 2004

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.*

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.

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 Daignault, 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!

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.

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

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.

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
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Mandrake
pointofview@mandrake.ca

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Mandrake Groupe Conseil (Montréal)
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THE TRAP OF OVERWHELMING DEMANDS

Constantly feeling "under the gun" with a million different requests is a common complaint among today's career professionals, especially within management levels. However, as this article from *HBS Working Knowledge* points out, many professionals may be falling into the trap of "overwhelming demands" - simply responding to everything and not making sure they're busy with the "right things".

The article offers four strategies to help manage and prioritize overwhelming demands including:

- Developing an explicit personal agenda
- Practicing slow management
- Structuring contact time
- Shaping demands and managing expectations

To learn more about how you can make sure you are focusing on tasks that will drive your career progress in a positive manner, click on the link below to read the full article.

http://workingknowledge.hbs.edu/item.jhtml?id=4128&t=career_effectiveness

GETTING TO KNOW YOU: THE PRESSING NEED FOR SELF-ASSESSMENT

Today's business environment demands executives who are able to pick up easily on the nuances of preferences and needs among colleagues and customers alike. However, as this article from *Monster's Career Centre* explains, many executives do not take active steps to conduct a self-assessment to uncover the blind spots and skill gaps that can help continually improve their management style.

The article offers ways executives can find and conduct this feedback and training mechanism in order to better get to know themselves.

To learn more about how this sort of self-assessment can help your career progress now and in the future, click on the link below to read the full article.

http://assessment.monster.ca/articles/exec_selfassessment/

FIGHTING THE OVERQUALIFIED LABEL: 10 TACTICS FOR A SUCCESSFUL JOB SEARCH

Being classified as overqualified for a position because of too much experience, education, or being too highly paid is something feared and experienced by many career professionals when searching for a new position.

This article from *Quintessential Careers* offers 10 tactics for meeting the "Big O" label head on and overcoming

it.

They include:

- Let your network speak for you
- Focus more on skill and accomplishments than job titles
- Take salary off the table
- Reveal financial advantages of hiring you
- Emphasize teamwork and personality
- Showcase current or cutting-edge knowledge
- Demonstrate loyalty
- Do what it takes to get the interview
- Everything in moderation
- Express interest, admiration, and enthusiasm.

To learn more about how you can avoid letting the overqualified label hinder you getting the position you desire to further your career progress, click on the link below to read the full article.

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

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

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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

- Michael Downey to Tennis Canada as President & CEO
- Tina Giontsis to Corus Entertainment as Director Marketing, Max Trax and Content Distribution
- Kyle Hosick to BiZBashT.O. as President & Editorial Director
- Isabelle Marcoux promoted to Vice President, Corporate Development at Transcontinental Inc.
- Kris Menon promoted to National Director of Marketing at Time Canada
- Chris Pandoff to Corus Radio as Vice President, Ontario Radio Group
- Chris Sisam to Corus Radio as Vice President, Corus Radio Sales
- Louis Versailles to CNNMatthews as Vice President, Eastern Canada (Montreal)
- Rob Andrusevich to Thornely Fallis Communications as Senior Consultant
- Brian Arnold to steelecommunications as Creative Director (London, ON)
- Trish Ault promoted to Executive Vice-President, Client Services at Weber Shandwick Canada
- Bryan Banman to Zig as Art Director
- Marilyn Barefoot to Cossette Communications Group as Vice President, Client Services
- Patrick Beauduin promoted to Vice President, Creative Group at Cossette Communications Group (Montreal)
- Nathalie Boies promoted to Vice President, Project Management Group at Cossette Communications Group (Montreal)
- Laurene Cihosky promoted to Vice President, General Manager at Blitz Direct, Data and Promotions
- Michael Clowater to Zig as Copywriter
- Dean Dacko to Carlson Marketing Group as Vice President, Relationship Travel Solutions
- Daria Dalsass to Streetseen Media as Sales Executive.
- Nadia Duriavig to Cossette Interactive as Group Account Director
- Bill Durnan to Cossette Creative Group as Creative Director
- Rosie Gentile to Blitz Direct as Group Account Director
- Goodwin Gibson promoted to Senior Vice President, Retail and Direct Marketing Services
- Alain Gignac to Cossette Communications Group as Vice President, Product and Development (Montreal)
- William Hammond promoted to Vice President, Creative Director at DDB Canada
- Chris Harrison to MacLaren as Vice President, Group Creative Director
- Brian Hickling to Corporate Communications Limited as Creative Director (Halifax)
- Paul Hogarth to Zig as Design Director
- Paul Jankauskas promoted to Senior Vice President, Advertising Sales at Captivate Network
- Patti Jordan to Thornely Fallis Communications as Senior Consultant
- Tenille Kennedy promoted to Senior Consultant at Porter Novelli Canada
- Paul Kron to MacLaren McCann Canada as Senior Vice President, Group Brand Director
- Roxanne LaBrie to Sonar Group as Vice President Strategic Solutions
- Sylvain Lemieux promoted to Vice President, Account Services at Cossette Communications Group (Montreal)
- Doug Lowe to Cossette Communications Marketing as Senior Vice President & General Manager, Creative Production Services
- Ian MacKellar to MacLaren as Vice President, Group Creative Director
- Stuart MacMillan promoted to President and CEO at Weber Shandwick Canada
- Christian Mathieu to Zig as Strategic Planner
- Rob Mitchell to Thornely Fallis Communications as Senior Consultant

- Paul Pelton to Black Rock Marketing Group as VP Client Services
- Michel Pepin to Carlson Marketing Group as Chief Financial Officer and Vice President Finance
- François Perreault promoted to Executive Vice-President, Business Development at Weber Shandwick Canada
- Danièle Perron to Cossette Communications Group as Vice President, General Manager of Blitz, Data & Promotions (Montreal)
- Daniel Rabinowicz to TAXI Montreal as President
- Patrick Scissons to ACLC Advertising as Associate Creative Director
- Felicia Shiu to Maverick Public Relations as Healthcare Practice Leader
- Andrew Simon promoted to Vice President, Creative Director at DDB Canada
- Patrice Stanley to Thornely Fallis as Director, Creative and Business Development for the Web services and graphic design division, 76design
- Jean-Jacques Strélski promoted to Senior Counselor, Client Relationships and Community Involvement at TAXI Montreal
- Mike Sundell to Zig as Art Director
- Theresa Treutler to Doner Canada as Senior Vice President, Corporate Media Director
- Bill Walker to Veritas Communications as Vice President
- Ben Weinberg to Zig as Copywriter
- Simon Wong to Click Media as Art Director
- Evelyn Yallen to Courtney Rainey Group as Vice President

Stock activity

Courtesy of Mandrake

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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

- Wayne Barcello to Ferrero as Director Product Supply
- Doug Berchtold to Brick Brewing as President & Chief Executive Officer
- Jim Brickman promoted to Executive Chairman at Brick Brewing
- David Minnett to Effem in Franchise Director of Marketing

Stock activity

Courtesy of Mandrake

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Randy Ambrosie to AGF Funds as Senior Vice President, Sales & Marketing
- Marc Brossard to National Bank of Canada as Director of Marketing and Product Development (Montreal)
- Robert Cronin promoted to Co-Chief Executive Officer at Davis + Henderson Income Fund
- Ian Dillon promoted to Chief Investment Strategist at Altamira Investment Services
- Marc Durocher promoted to Senior Vice President, Capital and Mid-Term Funding, Treasury Group at Scotiabank
- Rick Fiamelli to Altamira Investment Services as Vice President, Marketing
- Eric Goldstrand promoted to Vice President at Burgundy Asset Management Ltd.
- Jan Grude to Mellon Financial Corporation as Managing Director for Canada

- Gordon Higgins to Sentry Select Capital Corp. as Vice President, Equities
- Stewart MacPhail to Parkland Income Funds as Vice President, Marketing & Business Development
- Brian McOstrich to Sentry Select Capital Corp. as Vice President, Marketing
- Sanford McFarlane promoted to Co-Chief Executive Officer at Davis + Henderson Income Fund
- Keith Puiui to Ubiquity Bank of Canada as President & CEO (BC)
- Michael Spero to Altamira Investment Services as Chief Administrative Officer
- Derrick Strizic promoted to Managing Director and Head of Investments, Scotiabank Wealth Management at Scotiabank
- David Williamson to PriceWaterhouseCoopers as Partner, Mergers and Acquisitions Tax Services Group

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Grad Conn to Points International as Chief Marketing Officer

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Dave Cameron promoted to Vice President at Medtronic of Canada
- Dan Chiasson to MDS Inc. as Vice President, Supply Chain Management
- Patrick Forsythe to ALTANA Pharma as Vice President, Marketing & Business Development
- Neil Fraser promoted to President at Medtronic of Canada

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- André Belzile to The Jean Coutu Group as Senior Vice President, Finance and Corporate Affairs
- Kimberley Clark to Blockbuster as Director Strategic Marketing
- Dave Euson to Carlson Hotels Worldwide as Vice President, Marketing Planning & Strategy
- Richard Smart to Air Canada Vacations as Vice President, Finance
- Joseph Wuest promoted to Director of Advertising and E-commerce at The Brick Warehouse Corporation LP

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Kenneth Killin promoted to President & COO at The RAM Group
- Ron Guidinger to Raytheon Canada as Vice President, Board of Directors
- Brent Rebus to StorageTek Canada as President & General Manager

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Andrew Black to Virgin Mobile Canada as President & CEO
- Glen Graham to Nokia Products as Director, Channel Development & Sales

Stock activity

Courtesy of Mandrake

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