

InterViews Online

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A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Pharmaceutical
Retail
Technology
Telecom

Mandrake, one of Canada's foremost executive search firms, is pleased to provide you with our monthly online newsletter.



Nov. 2004

- Each issue focuses on human resource management strategies and issues facing today's modern organizations.
- Also included is an activity summary for Talent (executives on the move) and Corporations (stock quotes).
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- 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.*
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10 marketing icons inducted into the Marketing Hall of Legends of Canada!

Earlier this week, MHOL announced the following as its inaugural inductees; *Visionaries*: Ron Joyce, Co-Founder, Tim Horton's, Guy Laliberté, Founder & CEO, Cirque du Soleil, Dave Nichol, Dave Nichol & Associates, Michael Budman and Don Green, Founders, Roots Canada; *Builders*: Christine Magee, President and Stephen K. Gunn, Chairman & CEO, Sleep Country Canada, Judy Elder, Microsoft, IBM, Ogilvy & Mather (post humous), Paul Alofs, President & CEO, The Princess Margaret Hospital Foundation; *Enablers*: Frank Palmer, Founder, CEO and Chairman, DDB Canada, Paul Lavoie, Founder and CEO, Taxi; and *Mentor*: Dr. Alan Middleton, Executive Director, Executive Education Centre and Assistant Professor, Schulich School of Business, York University.

Please join us to celebrate them on January 27th. Please visit our MHOL's web site for more information at www.marketinghalloflegends.ca; to reserve your tickets: please call: Chris Campbell, AMA Toronto at 416.465.0070 ama-tor@allstream.net; or Stephen Lean, Mandrake at 416.972.1080x800 lean@mandrake.ca. Mandrake and the AMA co-founded the initiative, and The Globe & Mail, AC Nielsen, and CTV are the Premier Sponsors.

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

If you aren't 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 or call 416-972-6843 x.826.
Vivian Rossteuscher - rossteuscher@destiny.me or call 416-972-6843 x.823. Visit our website at www.destiny.me.

Mandrake - A Proud Sponsor of theBigPharmaParty!

On Thursday, October 21st nearly 800 people from the pharmaceutical and healthcare sector met at the Indian Motorcycle Club for theBigPharmaParty! CityTV covered theBigPharmaParty on the 11pm news and aside from being a truly amazing party we were also able to raise approximately \$22,000 to support the adoption of Vika & Yauhen, two orphans from Belarus, by Kirsti & Mike Bakker.

"There hasn't been a party of this scale in the Toronto pharmaceutical and healthcare community in recent years. It was fabulous to bring this community together and to make a difference in the lives of these two orphans." says Shanna Bainard, Vice President, Mandrake. Bainard, one of the main organizers behind the event, conceived of the party as a way to help her sister Kirsti adopt the orphans. Says Bainard, "We see theBigPharmaParty as an annual event where the proceeds make a difference in the lives of an individual or family. It's feels great to make a contribution and give back! Thanks to all of our sponsors for making this night possible." If you would like to be included on the invitation list for the next BigPharmaParty - please email info@thebigpharmaparty.com.

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 this 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 this network have been actively involved in Executive Search for many years, all of them specializing in searches for the marketing communications industry. By joining this equity based organization, Mandrake is now able to deliver a global search capability to match today's rapidly changing international business scenario. Other key offices include New York, London, Paris, Madrid, Singapore, and Buenos Aires. For more information, please visit www.results-consulting.net/hc2/index.html.

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,

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BUILDING YOUR BRAND: TACTICS FOR SUCCESSFUL CAREER BRANDING

"Career branding" is essential to career advancement because it "helps define who you are, how you are great, and why you should be sought out" says this article from *Quintessential Careers*. However, most job seekers are not proactive in establishing and building their career brand. This article offers five easy tactics for building and strengthening your career brand.

They include:

- Gain experience/track accomplishments
- Complete education/training
- Promote yourself
- Become an expert
- Build relationships.

To learn more about how you can cultivate your career brand, click on the link to read the full article.

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

10 WAYS TO DEVELOP YOUR LATENT LEADER

Everyone has a "latent leader" inside of them. The difference, as this article from *Business Know-How* points out, is the degree to which an individual chooses to develop it.

The article offers 10 ways to bring out one's latent leader. They include:

- Know your purpose

- Commit to goals
- Manage your reputation
- Be open-minded
- Continuous improvement/innovation
- Demonstrate collaborative problem-solving
- Grow other leaders
- Be decisive
- Learn from mistakes
- Realize your full potential.

To read more about how you can use these methods to build your leadership qualities, click on the link below to read the full article.

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

STRONG SELF-ESTEEM CAN HELP YOU ADVANCE

Having high self-esteem is probably the single most important factor to achieving career success. This article from *CareerJournal.com* provides guidelines that can help one build and hone this integral skill.

They include:

- Eliminate killer phrases
- Rid yourself of self-limiting attitudes
- Avoid negative talk
- Learn new techniques to deal with disappointments
- Imitate the behaviour of people with high self-esteem
- Be persistent
- Become your own best friend.

To read more about how developing healthy self-esteem can help you move forward in your career, click on the link below to read the full article.

<http://www.careerjournal.com/myc/climbing/20040810-raudsepp.html>

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

- Bruce Anderson to Decima Inc. as Chairman and Chief Executive Officer
- Sam Bornstein to Cohn & Wolfe as Vice President, Public Affairs
- Jennifer Cioffi to Venture Communications as Community Director of Strategic Planning (Calgary)
- Anne Fortin promoted to Vice President at FCB Direct (Montreal)
- Adrienne Gaffney promoted to Vice President, Director of Creative Services at MacLaren McCann
- Pauline Hadley-Beauregard promoted to Vice President, Managing Director at Wasserman & Partners Advertising
- Tori Hockin promoted to Executive Vice President, Account Services at Echo Advertising
- Joe Hospodarec to TBWA\Calgary as Creative Director (Calgary)
- Peter Ignazi to Almagmated as Associated Creative Director
- Carlos Moreno to Almagmated as Associate Creative Director
- Mike Mulik promoted to Senior Art Director at Holmes and Lee
- Jennifer Murray to Anthem Worldwide as Vice President, Strategy
- Ted Nation to Yield Integrated Communications as President
- Karen Nishi promoted to Vice President, Strategic Planning at Wasserman & Partners Advertising
- Jill Nykoliation to Grip Limited as Partner (Director Customer Relationship Management)
- Stefany Pierce promoted to Director of Production Management at Holmes & Lee
- Andeen Pitt promoted to Vice President, Media and Business Development at Wasserman & Partners Advertising
- Laurent Prud'homme to BBDO Montreal as Co-Creative Director (Montreal)
- Barry Quinn to Grip Limited as Partner (Creative Director Design)
- Ed Shikatani to Anthem Worldwide as Creative Director
- Corinne Smirle to Sequentia Communications as Vice President, Public Relations
- Rob Tricky to Due North Communications as Art Director

Stock activity

Courtesy of Mandrake

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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

- Elyse Allan to General Electric Canada as President and Chief Executive Officer
- Andrew Anderson to Blue Mountain Wallcovering as Vice President, Manufacturing
- Mark Ayer to Gillette Canada as National Sales Director
- David Bloom to Johnson & Johnson as National Sales Director
- Mark Childs to The Campbell Company of Canada as Vice President Marketing
- Glen Fowlie to ConAgra as Director Mass, Drug and Club

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Randy Ambrosie to AGF Funds Inc. as Executive Vice President, Sales & Marketing
- Marco Angelone promoted to VP Existing Card Marketing at Citibank
- Claudette Cantin to Munich Reinsurance Company of Canada as Vice President, Actuarial and Claims
- Patrick Chetcuti promoted to President & Chief Operating Officer at First Canadian Title
- Nicholas Dagg to Guy Carpenter & Company as Vice President
- Kit Dalaroy to Credit Suisse First Boston as Head of Investment Banking for the Province of Quebec
- Mary De Paoli promoted to Vice President, Group Retirement Services and Canadian Executive Team at Sun Life Financial Canada
- Mark De Tora promoted to Senior Vice President, Individual Insurance and Investments at Sun Life Financial Canada
- France Fortin to Guy Carpenter & Company as Senior Vice President
- Brian Gill to The Canadian Depository for Securities Limited (CDS) as Chief Information Officer
- Gregory Henderson to AGF Management Ltd. as Chief Financial Officer
- Selma Lussenburg to OMERS as Senior Vice President, General Counsel and Corporate Secretary
- Jim Mahaffy promoted to Executive Vice President and Head of Corporate and Institutional Banking at HSBC Bank Canada
- Dan Maranger promoted to Vice President, Casualty at Munich Reinsurance Company of Canada
- David McGraw to Ontario Teacher's Pension Plan as Vice President, Finance
- Scott McIlroy to CBV Collection Services as Senior Vice President, National Operations
- Brigitte Parent promoted to Vice President, Group Benefits at Sun Life Financial Canada
- Sean Rogister promoted to Senior Vice President, Fixed Income at Ontario Teacher's Pension Plan
- Geoffrey Storms to OMERS as Vice President, Internal Audit
- Rocco Taglioni to Sun Life Financial as Vice President, Business Development, Group Benefits
- Larry Taylor to Travelex as Chief Executive Officer, Americas
- Marlene Thompson to Citibank as Chief Marketing Officer
- Warren Wright to Diversified Global Asset Management as Managing Director and Portfolio Manager

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

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Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- René Bourdages to CBC/Radio Canada as President, Merchandising Division
- Richard Camilleri to CanWest MediaWorks as President
- Mike Cowan to The Globe and Mail as Director of Regional Sales Offices (Vancouver)
- Debby de Groot promoted to Director of Publicity and Marketing at Penguin Group Canada
- Kathleen Dore to CanWest MediaWorks as President of Television and Radio
- Kisha Ferguson to Where Toronto Magazine as Editor
- Bruce Jackson promoted to Senior Vice President and Chief Financial Officer at Osprey Media Group
- Julia Kamula promoted to Senior Vice President Operations at Osprey Media Group
- Dan MacKenzie to NBA Canada as Director of Marketing
- Joseph Mangione to CanWest MediaWorks as President of Sales and Marketing
- Robert Morrone to Somerset Entertainment as Director, Information Technology
- Andrew Saunders promoted to Director of National Advertising Sales at The Globe and Mail
- Thomas Strike promoted to President at CanWest MediaWorks International
- Michael Travers to The Globe and Mail as Director of Retail Advertising and Sales
- Michael Williams to CanWest MediaWorks as President of Publications

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Douglas Squires to Biovail Corporation as Chief Executive Officer
- Terrence Sullivan promoted to President & Chief Executive Officer at Cancer Care Ontario
- Donna Wunderlich to Canadian Blood Services as Regional Director, Prairies

[Stock activity](#)

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RETAIL

Courtesy of Mandrake

[Appointments](#)

- Bruce Elliot to Second Cup as President
- Denise Hutton promoted to Vice President, Marketing at Dairy Queen
- Caryn Lerner to Holt & Renfrew as President
- David Margolis to Groupe Les Ailes de la Mode as President & Chief Executive Officer (Montreal)
- Stephen Sicular to Caban as Vice President

[Stock activity](#)

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TECHNOLOGY

Courtesy of Mandrake

[Appointments](#)

- Paul Giroux promoted to Vice President, Client Solutions Organization at Sun Microsystems of Canada
- Thor Johnson to Eloqua Corporation as Vice President Marketing
- Luc Villeneuve to Sun Microsystems of Canada as Vice President, Ontario Sales

[Stock activity](#)

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TELECOMMUNICATIONS

Courtesy of Mandrake

[Appointments](#)

- Jim Jackes to Bell Canada as Vice President for Voice Marketing
- Darrin Lamont to Vonage Canada as Vice President, Sales & Customer Operations
- Joe Parent to Vonage Canada as Vice President, Marketing and Business Development

[Stock activity](#)

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