

InterViews Online

provided by Mandrake



→ www.mandrake.ca



Mandrake

Oct. 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.*

"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@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, with the financial support of more than 100 agencies and other marketing enablers. Mandrake and the AMA are founders of the initiative, and key sponsors include The Globe and Mail, AC Nielsen, and Rothman's. More than 240 Canadians were nominated as possible inductees. This was culled down to a short list of 27 by 14 executive judges. In September, Canada's top marketing executives will vote for 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's

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.

To subscribe to InterViews Online, please [click here](#).

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

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

JOB INTERVIEW DAMAGE CONTROL

Although certain job interview mistakes are impossible to rectify, others have definite "damage control" measures that can and should be undertaken. This article from *Quintessential Careers* presents many of the common interview "damage" situations and their corresponding "control" actions.

Some of these "damages" include:

- Not remembering the interviewer's name
- Not being able to pronounce the interviewer's name
- Spilling something
- Flubbing an answer.

To read more about these and other interview "damages" and "controls", click on the link below to read the full article.

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

THE ABCs OF NETWORKING - YOU CAN'T EXCEL WITHOUT THEM!

Networking is a crucial skill and learning it can help you capitalize on many opportunities throughout your career. This article from *Career Know-How* offers an "ABC list" of networking tips that can help move your career forward.

Some of these tips include:

- A - attend as many networking events as often as you can.
- B - business cards. Have an adequate supply on hand and give them out.
- C - contact or follow-up all leads.

Want to know what valuable tips the rest of the alphabet offers? Click on the link below to read the full article.

<http://www.careerknowhow.com/networking/abcnetwork.htm>

SIX RULES FOR ACHIEVING A SOLID, LASTING CAREER

Amidst the constant change going on in today's workforce, there are still lasting guidelines that can help build a successful career. This article from *CareerJournal.com* outlines six key ones.

They include:

- Motivation is the key to success
- Success takes hard work
- Follow your dream
- Honour your talents
- Manage yourself
- Take calculated risks.

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

<http://www.careerjournal.com/myc/climbing/20031016-hirsch.html>

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 Toronto as Director of Sports Marketing and Sales
- Raynald Brière to Radio Nord Communications Inc. as President and Chief Operating Officer (Ottawa)
- Terry Lobraico to RepeatSeat Inc. as Vice President and Chief Financial Officer
- Andrea Martin promoted to President and Chief Executive Officer at Reader's Digest Canada
- Larry O'Reilly promoted to Executive Vice President, IMAX Theatre Development Toronto at IMAX Corporation
- Kevin Shea to Standard/CBC/Sirius Group as Chief Executive Officer
- Mark Stevenson to Report on Business Magazine as Deputy Editor
- Stephen Tapp to Canadian Satellite Radio as President and Chief Operating Officer
- Ed Villa to Chill Magazine as Director of Sales
- Sue Alexander Ash to Initiative Media as Senior Vice President
- Steven Berns to MDC Partners as Vice Chair and Executive Vice President
- Veronique Briant to Weber Shandwick Worldwide as Senior Vice President and General Manager
- Nathalie Brown promoted to Director of Client Services at Wilcox Group (Vancouver)
- Stéphane Charier to Taxi as Creative Director (Montreal)
- Patrick Chaubet to Taxi as Artistic Director (Montreal)
- Yvonne Chiang promoted to Director of Media Relations at Wilcox Group (Vancouver)
- Michael Churchill to Penta Interactive as Creative Director
- Lisa DiMarco promoted to Vice President, Customer Service at Media Experts (Montreal)
- Patrick Erlich to Media Profile as Senior Consultant
- Joe Finkelstein to Grip Limited as Partner
- Cynthia Fleming to Carat Canada as Executive Vice President
- Sam Galet to Wakeham & Associates Marketing as Vice President, Sales
- Peter Gardiner to Lowe Roche as Associate Creative Director
- Gregory Geralde to Brainstorm Group as Vice President, Finance and International CFO
- Ian Gordon to Doug Agency as Vice President, Strategic Branding
- Jeff Hilts to Lowe Roche as Associate Creative Director
- Richard Ivey promoted to Vice President, Customer Service at Media Experts (Toronto)
- Emile Lee to Wilcox Group as Vice President (Toronto)
- Fred Levine to MacPhee as Vice President, Account Director
- Rami Lippa to Redwood Custom Communications as Co-Creative Director
- Erin McConnell promoted to Director of Account Services at Wilcox Group (Vancouver)
- Michelle McCague to DAC Group as Director Business Development
- David Moore promoted to President at Leo Burnett Company Toronto
- Robert Morand to MacLaren McCann as Senior Vice President and General Manager
- Stéphane Raymond to Agence Braque as Art Director
- Danielle Ripsati promoted to Vice President at National PR
- Brian Sheppard to Target Marketing and Communications as Creative Group Head
- Michael Sutton promoted to Director of Marketing at Henderson Bas
- Mark Wilson to Initiative Media as Senior Vice President

CORRECTION

In September's issue of *InterViews Online*, it was mistakenly reported that Andrea Heaney joined DAC Group as Director, Business Development. Mandrake apologizes for the error.

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

- Brian Arbique promoted to Vice President, Retail Sales and Marketing at H.J. Heinz Company of Canada
- Mark Ayer to Gillette Canada as National Sales Director
- Lindsay Duffield promoted to President & CEO at BMW Group Canada
- Shari Elliss to Hershey Canada as Director Human Resources
- Tom Gunter to ConAgra Foods Canada as Vice President, Sales
- Harald Henn to Mercedes-Benz Canada Inc. as Vice President and Chief Financial Officer
- Philip Lamb to Group 3 Cosmetics as President (Sherbrooke)
- Peter Luik promoted to Chief Operating Officer at H.J. Heinz Company of Canada

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 Consumer Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Kevin Dougherty promoted to President at Sun Life Financial Canada
- Louis Durocher to The Economical Insurance Group as Vice President, Actuarial Services
- Linda Goss promoted to Chief Actuary at The Economical Insurance Group
- Jim Huggan promoted to Chief Investment Officer at HSBC Asset Management (Canada)
- Peter King to Canadian Imperial Bank of Commerce as Director Corporate Sponsorship
- John Martin promoted to Chief Information Officer at The Economical Insurance Group
- Craig Penney promoted to Vice President, Strategy Integration and Planning at MasterCard Canada
- Sal Soyer promoted to Vice President and Segment Leader, Sales and Account Management at MasterCard Canada
- Colin Wright promoted to Vice President, Acceptance and Merchant Development at MasterCard Canada

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 Financial Services industry!

INTERNET SERVICES

Courtesy of Mandrake

Appointments

-

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 Internet Services industry!

PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Leopold Arfors to BioMS Medical Corp. as Medical Director (Edmonton)
- Brian Crombie promoted to Senior Vice President, Strategic Development at Biovail Corporation
- Patrick Forsythe to Altana as Vice President Marketing
- Alan Hardwick to Chromos Molecular Systems as Vice President, Process Development (Burnaby, BC)
- Kathryn Hayashi to promoted to Vice President Finance at Chromos Molecular Systems (Burnaby, BC)
- Phillip Maples to Chromos Molecular Systems as Vice President, Clinical Development and Manufacturing (Burnaby, BC)
- Frances Pilon to Homewood Corporation as Chief Executive Officer, Homewood Employee Health
- Charles Rowland to Biovail Corporation as Senior Vice President, Chief Financial Officer
- John Sebben to Biovail Corporation as Vice President, Global Operations
- Neil Warma to Viron Therapeutics as President and CEO (London)

Stock activity

▲ 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 Pharmaceutical industry!

RETAIL

Courtesy of Mandrake

Appointments

- Manon Brouillette to Vidéotron as Vice President, Marketing
- Michael Danyluk promoted Chief Information Officer at Petro-Canada (Calgary)
- Doug Goodwin to Sobeys as Customer Vice-President

Stock activity

▲ 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 Retail industry!

TECHNOLOGY

Courtesy of Mandrake

Appointments

- Antonio Grilli promoted to President and Chief Executive Officer at Otis Canada

- Jean-Pierre Mortreux to CMC Electronics as President & Chief Executive Officer
- Kamar Shah to Transgaming as Vice President, Marketing and Business Development
- Ross Weber to Skulogix Canada as Director Technology

Stock activity

▲ 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 Technology industry!

TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Clent Richardson promoted to Chief Marketing Officer at Nortel Networks

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 Telecommunications industry!

DISCLAIMER

The information contained in "InterViews Online" and the opinions contained herein are not a complete analysis of every material fact respecting any company, industry or security. The information is based on sources believed to be reliable. Mandrake has not independently verified the facts, assumptions and/or estimates. In addition, opinions and estimates are subject to change without notice. Accordingly, no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information.

To view our **Privacy Policy** please **click here**.

▲ top



Mandrake

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

TORONTO MONTREAL CALGARY

www.mandrake.ca