

InterViews Online

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Mandrake

Sept. 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.

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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)
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DO'S AND DON'TS FOR SECOND (AND SUBSEQUENT) JOB INTERVIEWS

Although being called back for second and subsequent job interviews mean you are that one step closer to getting the position, it's easy to blow your chances! This article from *Quintessential Careers* offers the key "dos" and "don'ts" which can help you leave the same stellar impression as your initial interview(s).

Some of the many suggestions offered include:

- Do take a practice run to the location where you will be having the interview
- Do feel proud about having the chance for a second interview
- Don't neglect to review your performance from your first interview
- Don't be surprised if the second interview is actually a series of both individual and panel interviews.

To read more about the "dos" and "don'ts" which could be integral in your job-hunting success, click on the link below to read the full article.

http://www.quintcareers.com/second_interviewing-dos-donts.html

A BETTER WAY TO NEGOTIATE: BACKWARD

Learning how to effectively negotiate is a key skill for any career-minded professional. This article from *HBS Working Knowledge* details the "backwards mapping" method that can help successfully guide your path.

In backwards mapping, subjects envision their preferred outcome and then think in reverse about how to get there. The basic steps include:

- Draw a "map" of the parties who are and might be involved
- Estimate the difficulty, cost and benefit of having each party on board with your idea
- Identify key relationships among parties
- Focus on the most difficult-to-persuade player
- Figure out whom you would ideally like to have on board that can get the most difficult player on side as well
- Map backwards in this way until you have found the most promising path.

To read more about how "backwards mapping" can be an important tool in any negotiation scenario you encounter, click on the link below to read the full article.

<http://hbswk.hbs.edu/item.jhtml?id=4278&t=negotiation>

TOP 10 TIPS FOR ATTENDING A CONFERENCE

Although conferences can be a great way to connect and communicate with leaders in your profession, knowing how to maximize them in a way that will permanently strengthen your career can be challenging.

This article from *Business Know-How* offers 10 tips for making the most out of conferences. They include:

- Read the conference agenda thoroughly and select sessions that will be most likely to improve your skills
- Ask a professional colleague to become your conference buddy so you can share what you learn
- Stay for the entire conference
- Stay at the conference's designated hotel
- When you attend conference parties, realize that potential employers, clients or business partners might observe your behaviour
- Take plenty of business cards
- Tactfully collect as many business cards as you can
- Buy the tapes and audio CDs recorded during the sessions
- Become an active participant, asking questions and making comments
- Meet and thank everyone who served on the conference planning committee.

To learn more about how you can make conferences an important part of your career growth, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/conf10.htm>

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

- Pierre Dion to Quebecor Media's TVA Group as Executive Vice President, Chief Operating Officer (Montreal)
- Greg Lutes to Moncton Times & Transcript as Publisher (Moncton)
- Hudson Mack to The New VI (Victoria Television Station) as News Director and News Anchor (Victoria)
- Andrea Martin promoted to President and Chief Executive Officer at Reader's Digest Canada (Montreal)
- Alan Mayne to CHUM Limited as Chief Financial Officer
- Peter Stockland to Reader's Digest as Vice President and Editor in Chief
- Jean-Jacques Stréliski to Éditions Infopresse as Vice President, Strategy and Training (Montreal)
- Bill Baker promoted to Senior Vice President, Managing Director at DDB Canada (Vancouver)
- Larry Bleau to New Revenue Solutions as General Manager, Canadian Division
- Stéphane Charier to TAXI as Creative Director (Montreal)
- Patrick Chaubert to TAXI as Art Director (Montreal)
- Johanna Faigelman to MacLaren McCann as Vice President, Director of Strategic Intelligence and Planning
- Pam Fraser to TBWA\Vancouver as Senior Writer (Vancouver)
- Alison George to Argyle Rowland Communications as Vice President
- Jay Gundzik to TBWA\Vancouver as Senior Art Director (Vancouver)
- Andrea Heaney to DAC Group as Director Business Development
- Cynthia Heyd to BBDO Toronto as Senior Vice President, Director of Creative Services
- Brian Jamieson to Extreme Group as Managing Director (Moncton)
- Steven Johnston to Second City Communications as Director of Client Services
- Isabelle Lemaire to Porter Novelli Canada as Senior Consultant (Montreal)
- Todd Mackie to DDB Canada as Senior Art Director
- Lauralee Mast to Genesis Media as General Manager
- Marissa Mastenbroek to BBDO Toronto as Associate Creative Director
- Phillip McGlynn to Spencer Francey Peters as Director Brand Strategy
- Ian McKellar to BBDO Toronto as Senior Vice President, Deputy Creative Director
- David Morelli to Cohn & Wolfe as Vice President, Director Technology Practice
- Denise Rossetto to DDB Canada as Senior Writer
- Challa Saunders to Forge Marketing as Director Client Services (Vancouver)
- Christina Yu promoted to Vice President, Associate Creative Director at BBDO Toronto

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

- Pierre Cote to Sleeman Breweries as Vice-President Sales (Quebec)
- Luis Barros to Imperial Tobacco as Vice President, Operations
- Pierre Duc To Molson Canada as Vice-President Trade Marketing (Quebec)
- Lindsay Duffield to BMW Group Canada as Chief Executive Officer
- Alan Himmer to Imperial Tobacco as Vice President, Human Resources

Stock activity

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▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Nicole Archibald to Countryside Power Income Fund as Vice President, Administration
- Joseph Catalfamo to BCE Capital as Managing Director
- Marlene Thompson to Citibank as Senior Vice President, Chief Marketing Officer

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

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Stock activity

▲ top

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RETAIL

Courtesy of Mandrake

Appointments

- Brent Hollister promoted to President, Chief Executive Officer at Sears Canada
- Gina Lainas to Sherson Marketing Corporation as Vice President, Wholesale Operations
- Marlene Lavecchia to Sherson Marketing Corporation as Vice President, Retail Operations
- Glenn Richter promoted to Chairman at Sears Canada
- Don Wilson to Sherson Marketing Corporation as Senior Vice President, Chief Operating Officer

Stock activity

▲ top

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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

- Robert Brown to CAE Inc. as President and Chief Executive Officer
- Andrew Day to Atlantis Systems International as CEO
- Asif Khan to Helpcaster Technologies as Director, Business Development
- Paul Maasland to Atlantis Systems International as VP Corporate Development
- John Mackie promoted to Vice President, General Counsel and Corporate Secretary at Gennum Corporation
- Karen Radford to Telus Partner Solutions as Executive Vice President and President (Calgary)

Stock activity

▲ top

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Ronald Alepian to Bell Canada as Senior Director of Corporate Communications at Bell Canada (Montreal)
- Manon Brouillette to Vidéotron Ltd. as Vice President, Marketing (Montreal)
- Alison German promoted to Vice President, Corporate Communications at Bell Canada (Montreal)
- Jim Little promoted to Senior Vice President, Corporate Marketing at Bell Canada (Montreal)
- Alastair McCluskey promoted to Senior Director, Brand Strategy and Market Knowledge at Bell Canada (Montreal)
- Jason Offet to Nokia Products as Director of Sales
- Tejas Rao to Nokia Products as Director, Product & Technology Sales

Stock activity

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▲ top

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▲ top



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