

InterViews Online

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Mandrake

Apr. 2005

A Point of View Industry Review

Communications
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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 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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2005 Talent Survey

Mandrake is conducting an online poll to create a statistically robust survey on what is affecting people and their organizations. This is a unique opportunity for us to capture your input - and we will reproduce the results in our June InterViews newsletter.

We ask for your help - our survey should take no longer than 5 minutes and the results are anonymous. In return for your time, we have a choice of two career services (see end of survey). Survey is operated by Zoomerang.

To complete the Talent Survey, click here: www.zoomerang.com

Stéfan Danis to speak at 50 Best Employers in Canada 2005.

The Conference is from April 25 to April 28 in Toronto. As a speaker and sponsor of the conference, Mandrake is pleased to offer our friends and clients a special 15% registration discount. Please visit the **50 Best Employers in Canada 2005** website for detailed information, including the conference agenda and various registration options.

Stéfan Danis, CEO & Chief Talent Officer of Mandrake will conduct a session at 11am Tuesday April 26 on Talent Attraction. Mandrake will also have a table set up in the conference area with additional information about its services for the HR community along with a team of talent specialists to answer questions.

With the collaboration of *Hewitt Associates and Report on Business Magazine, The Canadian Institute* is proud to present the **5th Annual Winning HR Practices of the Best Employers in Canada** conference. This premier HR networking event is the only one of its kind that brings together Senior HR Executives from the 50 Best Employers in Canada to discuss innovative strategies, approaches and best practices for successful HR planning and management.

For immediate questions or inquiries, or to find out how to take advantage of the discounted rate of \$1,525.75 please email to ionescu@mandrake.ca or call us at 416.922.5400 x.243.

Mandrake joins the International Executive Search Federation (IESF)

In March 2005, Mandrake joined **IESF**, the world's largest group's of independently owned executive search, recruitment and human resource consultants. In fact, cumulative revenues would add up to the fourth largest firm globally. With offices in 46 business capitals across the world, they now operate in 38 countries. This venture provides Mandrake opportunities for cross border searches and access to the global offices for human capital search resources.

Mandrake is the exclusive Canadian member; IESF member offices can now be found in Argentina, Austria, Australia, Belgium, Brazil, Cambodia, Czech Republic, Chile, China, Colombia, Denmark, France, Germany, Hong Kong, Hungary, Italy, India, Japan, South Korea, Malaysia, Mexico, Netherlands, Norway, Poland, Russia, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Slovakia, South Korea, Taiwan, Thailand, Vietnam, UK, Uruguay, and the USA.

Mandrake is now formally engaged in searches in Eastern Europe, The USA, and Singapore.

Join us for Mandrake's 15th Annual Skate For Kids charity event on

Saturday April 23rd.

When was the last time that you could push, trip, elbow and hook your colleagues, and get away with it? For charity that is! Stephen Milic, Co-Founder and Chair, is pleased to announce that the 15th Annual Skate For Kids charity hockey fundraiser will take place on April 23rd at St. Michael's College School Arena. The event has raised \$500,000 since its inception.

Throughout the day, over 30 NHL Alumni will play alongside corporate teams, giving participants a chance to rub shoulder pads with some of the best NHLers to play the game. For more details, including how to register a team or make a contribution, please visit our website at www.skateforkids.com or call Stephen Milic directly at 416-922-5600 x213. Bring the family: starting at 9:00 AM there will be an all day BBQ, entertainment and prizes including silent auction. We look forward to seeing you April 23rd.

"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

Deb McDermott- mcdermott@destinyme.ca or call 416-972-6843 x.823

Visit our website at www.destinyme.ca.

Best Practices for Networking.

Tim Cork, President of NEXCareer, was featured in The Globe & Mail Career Section on Wednesday March 2nd. The article titled "Rules to win the networking game" outlines a number of golden nuggets & excellent tips for networking in business & your personal life thereby making you more successful. [Click here](#) to read this article.

NEXCareer is a leading Canadian Outplacement & Career Transition Organization. A sister company to Mandrake, NEXCareer focuses on mid to senior level professionals in career transition across all industries and functions.

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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THE LAW OF THE EMPEROR'S WARDROBE

As intimidating as it may seem, being able to tell your boss what they need to hear as opposed to what they want to hear is one of the most essential, yet difficult, career skills.

This article from *Ivey Business Journal* outlines how you can develop this "art of push-back" in a way that demonstrates intellectual integrity, yet allows your superiors to learn how people really feel about their leadership.

To read more about how you can develop this sort of relationship with your superiors, click on the link below to read the full article.

http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=536

TOP TEN STRATEGIES FOR BECOMING UNCOMMONLY SUCCESSFUL

No matter what career or industry you are in, there are certain universal strategies to success. This article from *Business Know-How* offers ten principles taken from interviews with people who have achieved great success in their own respective areas.

They include:

- Create wealth in alignment with your passions
- Design your life around your priorities
- Visualize every step of your dream and watch the magic unfold
- Inspired action always trumps forced action
- Laser in on one idea, business or income stream at a time
- Strengthen your relationships: your financial independence is dependent on your connection with others
- Develop your resilience muscle: bounce back from setbacks
- Streamline your efforts: align your natural talents with your goal
- Disarm that sneaky saboteur
- Shorten your learning curve by learning from the best.

To read more about how you can implement these strategies in your own life for success, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/top10success.htm>

SIX INTERVIEW MISTAKES

A key element of successful job interviews is being aware of what traps and mistakes to look out for. This article from *Monster.ca's Interview Centre* discusses six important mistakes that you should know about.

They include:

- Confusing an interview with an interrogation
- Making a so-called weakness seem positive
- Failing to ask questions
- Researching the company but not yourself
- Leaving your cell phone on
- Waiting for a call.

To learn more about how avoiding these interview mistakes can help you in your next interview situation, click on the link below to read the full article.

<http://interview.monster.ca/articles/sixmistakes/>

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

- Joe Amaral to Creative Director at TBWA/Toronto
- Joanne Bales to Chief Executive Officer at Perennial

- Bill Borders to Highspeed Creative as Executive Creative Director (Guelph)
- André Bouchard to LXB Communication-Marketing as Vice President, Research & Strategy (Quebec)
- Shelley Brown to Managing Director at Zig Inc.
- Rene Carier to Publicité Club Montreal as General Manager (Montreal)
- Sandra Cruickshanks to Vice President at Thornley Fallis Communications
- Steve Dilorenzo to Henderson Bas as Associate Creative Director
- Mike Doyle to Partner at OSL Marketing
- Mary Falbo to Pattison Outdoor Advertising as Vice President, Business Development
- Shane Fleming to Henderson Bas as Associate Creative Director
- Marty Goldberg to Partner at OSL Marketing
- Tanya Gregory to Zig as Strategic Planner
- Shafiq Jamal to Hill & Knowlton Canada as Vice President, Corporate Communications (Vancouver)
- Pier Lalonde to LXB Communications-Marketing as Creative Director (Montreal)
- Stephen Leps to Associate Creative Director at Zig
- Matt Levitan to Vice President, Group Business Director at Segal Communications
- Cédric Loth to Partner at Beauchemin Communication Marketing
- Amanda Maltby to Ipsos-Reid Public Affairs as Senior Vice President
- Christian Mathieu to Managing Director at Zig Inc.
- Cyndi McLean to Publicis WellCare as Associate Creative Director
- Kaileen Millard to NPD Canada as Director of Fashion
- Andrea Mulholland to Digital Advertising Network as Director of National Sales
- Anne Muscat to Broadcast Investment Director, Buena Vista account at Starcom Worldwide
- Alexandra Panousis to PHD Canada as Vice President, Client Service Director
- Mac Penney to Optimum Public Relations as Vice President, Corporate Communications
- Stuart Pollock to Vice President, Group Business Director at Segal Communications
- Jim Poulin to Vice President, Strategy at Sonar Group
- Leslie Quinton to Massy-Forget Public Relations as Vice President (Montreal)
- Bonit Robillard to Partner at Beauchemin Communication Marketing
- Aaron Starkman to Associate Creative Director at Zig
- Chantel Stickland to Brown Communications Group as Director of Client Services (Calgary)
- Gordana Stok to Publicis WellCare as Associate Creative Director (Montreal)
- Francois Taschereau to Edelman Montreal as General Manager (Montreal)
- Leslie Wood to Head of Healthcare Practice at Fleishman-Hillard

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

- Michael Accavitti to Vice President, Marketing at DaimlerChrysler Canada
- Andrew Armstrong to ConAgra Foods as Vice President, Marketing
- Rena Crumplen to Effem Inc. as Research & Development Director
- Andrew Oland to President, Moosehead Quebec at Moosehead Breweries Limited.
- Robin Rotenberg to BASF Canada as President

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Kym Anthony to President and Chief Executive Officer at National Bank Financial Group
- Robert Armstrong to PBB Global Logistics Income Fund as Senior Vice President, Government Affairs
- Jorge Arruda to Senior Vice President, Operations at The Economical Insurance Group
- Tom Athanasiou to SF Partners Inc. as Vice President, Insolvency & Restructuring Division
- Greg Bandler to Home Equity Income Trust as Senior Vice President, Sales & Marketing
- Penny Dyte to BFL Canada as Vice President, Operations for Alberta
- Tom Flynn to Executive Vice President, Finance and Treasurer at BMO Financial Group
- Harry Grewal to Vice President at Morris & Mackenzie Inc.
- Nancy Hughes Anthony to HSBC Bank Canada as Director
- Gary Krikler to Senior Vice President and Chief Financial Officer at Home Equity Income Trust
- Rocco Neglia to Vice President, Claims at The Economical Insurance Group
- Wesley Scott to Aviva Canada as Director
- Louis Vachon to Chairman at National Bank Financial Group
- Louise Vaillancourt-Chatillon to Aviva Canada as Director (Quebec)

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Amit Deodhar to Expedia.ca as Director Finance
- Peter Glennie to Starcom MediaVest Group Canada as Director of SMGIP, the digital communications division
- Laurent Lafite to Fjord as Director Business Development (Montreal)
- James Latham to ACD Systems International as Vice President, Marketing (BC)
- Sean Shannon to Vice President & General Manager at Expedia Canada

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Richard Bartrem to Director of Affiliate Marketing at Astral Media
- Rene Bourdages to CBC/Radio-Canada as President, Merchandising Division
- Holly Chapman to Director of Sales Promotion and Sponsorship at Astral Media
- Thomas Hodgson to Magna Entertainment as Chief Executive Officer and Board Member
- Val Meyer to Astral Media Outdoor as Vice President
- Jim Nelles to Vice President and General Manager at television station Toronto 1
- Krista Semotiuk to Toronto Blue Jays Baseball Club as Director, Corporate Program Development
- Russell Ward to Director of Consumer Marketing at Astral Media
- Alain Simard to Clear Channel Outdoor as General Manager, Quebec and Eastern Canada (Montreal)

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Peter Brenders to BIOTECanada as President and Chief Executive Officer
- Philippe Calais to President, Global Business at Neurochem Inc. (Montreal)
- Michael Cels to Vice President, Sales at GlaxoSmithKline
- Carolyn Cross to President & CEO at Biopharma Corp.
- Maggie Deng to Chief Operating Officer at Dragon Pharmaceuticals (Vancouver)
- Dr. John Dillon to GlaxoSmithKline Canada as Vice President, Research & Development and Chief Medical Officer
- Kirk Duguid to Vice President, Finance and Business Development at Merck Frosst
- Ed Dybka to Vice President, Marketing at GlaxoSmithKline
- Karalyn Emsall to Director, Market Intelligence & Analytics at Pfizer
- Marguerite Ethier to Vasogen Inc. as General Counsel and Corporate Secretary
- Lyne Fortin to Vice President, Marketing & Sales, Group B at Merck Frosst
- Denis Garceau to Senior Vice President at Neurochem Inc. (Montreal)
- Leslie Green to Gallant Leaman Green Communications as Partner
- Yanlin Han to CEO at Dragon Pharmaceuticals (Vancouver)
- Rohini Hira to Director, Marketing Programs at VSM MedTech (Vancouver)
- Dr. Jay Kleiman to Vasogen Inc. as Chief Marketing Officer and Head of Cardiovascular Development
- Jacques Laporte to Cirion as Director, Business Development
- Robert Lefebvre to MDS Pharma Services as Vice President, Global Marketing (Quebec)
- Elizabeth Lindsay to Pfizer as Associate Director, Medical Communications
- George Mahmoudides to IntraMed as Medical Director (Montreal)
- Fahar Merchant to Protox Therapeutics Inc. as Vice President, Corporate Development (Vancouver)
- Paul Pelton to Black Rock Marketing Group as Vice President, Client Services
- Claude Perron to Vice President and General Manager at Shire BioChem, Canada
- David Phillips to VSM MedTech as Director, Product Management (Vancouver)
- Jason Pincock to Chief Financial Officer at Dynacare Kasper Medical Laboratories (Edmonton)
- Louise Proulx to Topigen Pharmaceuticals Inc. as Vice President, Product Development (Montreal)
- Dr. Michael Shannon to Vasogen Inc. as Vice President, Medical Affairs
- Don Soule to Vice President, Sales at Merck Frosst
- Cleon Stouthos to IntraMed as Managing Director (Montreal)
- James Sutton to Theratechnologies as Vice President, Clinical Development & Regulatory Affairs (Montreal)
- Dr. Andrew Tam to CanReg Inc. as Associate Director, Canadian Pharmaceutical Team
- Chris Temovsky to Solvay Pharma as Director, Marketing & Sales
- Martin Vali to Director, Scientific Operations, Oncology Business Unit at Novartis Pharmaceuticals
- Andy Volante to Novartis Pharmaceuticals as Vice President, Sales, Primary Care
- Zhanguo Weng to Vice President, China Operations at Dragon Pharmaceuticals (Vancouver)
- Alexander Wick to President at Dragon Pharmaceuticals (Vancouver)
- David Wingnean to Isotechnika Inc. as Senior Vice President, Medical Affairs & Corporate Communications (Edmonton)
- Garry Wong to Chief Financial Officer at Dragon Pharmaceuticals (Vancouver)

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- John Carnella to Fairmont Hotels & Resorts as Executive Vice President and Chief Financial Officer
- Paul Côté to President and Chief Executive Officer at VIA Rail Canada
- James Fox to Vice President, Operations Excellence at McDonald's Restaurants of Canada

- Michael Glennie to Fairmont Hotels & Resorts as Executive Vice President, Real Estate
- Stéphane Gonthier to SVP Eastern North America at Mac's Convenience Stores
- Kristen Hamilton to Dairy Queen as Director of Brand Marketing
- Joe Jackman to Loblaws as Vice President Marketing
- David Margolis to Groupe Les Ailes de la Mode as President and Chief Executive Officer
- Christine Rush to Quiznos as Director of Brand Development
- Jeffrey Senior to Fairmont Hotels & Resorts as Senior Vice President, Marketing & Sales
- Nancy Sheffield to Dairy Queen as Director of Regional Marketing

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Art Eggleton to Luxell Technologies as Director
- Kevin Marshman to NCR Corporation as General Manager, Worldwide Customer Services for Canada

Stock activity

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Myrienne Colin to Videotron as Director Marketing, Telecommunications
- Sue Daugulis to Venue West as Vice President, Marketing (Vancouver)

Stock activity

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