

# InterViews Online

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## 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.



Aug. 2005

- 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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### The Results Are In for the 2005 Talent Survey

Over 375 respondents participated in this year's Talent Survey, a poll developed to understand what is affecting people and their organizations today. All signs point towards a war for talent in the coming year. The unemployment rate is down and employee level of engagement is low, with only 50% of respondents stating they are only committed to be with their employer for one year. Find out more and view the survey results by clicking here: [2005 Talent Survey](#).

### Marketing Hall of Legends Announces Judging Panel

*Judging process underway to select Canada's top marketers*

**TORONTO, July 5 2005** - - The Marketing Hall of Legends (MHOL) announced yesterday its judging panel consisting of 13 high-profile senior executives hailing from some of Canada's top corporations.

Launched by the Toronto Chapter of the American Marketing Association and Mandrake, the MHOL was designed to honour individuals who have made an outstanding contribution to furthering Canadian business in the area of marketing.

This year, judges will participate in a two-phase judging process that will involve vetting through hundreds of nominations in the categories of Visionaries, Enablers and Mentors to create a shortlist of nominees. Through invitation only, the MHOL will then turn the judging process over to the Canadian marketing community to select the inductees in these three categories.

The second judging phase will include the selection of the Builder inductees, honoring the charismatic leaders who have built and enhanced existing brands and in doing so have increased the competitive nature of their respective organizations.

"Our judges are as well established and respected as the nominees," says Jim Warrington, MHOL Co-Chair and President of Fantail Communications. "They are all excited to support and honour their fellow marketing peers."

This year's judging panel includes:

- Andrew Black, President, Virgin Mobile
- Rob Bruce, President, Rogers Wireless
- Robb Chase, President, Famous Players
- John Clinton, President & CEO, Grey Worldwide Canada
- Patrick Dodd, President, ACNielsen Canada
- Tracy Fellows, Vice President, Consumer Advertising & Marketing, Canadian Tire
- Bob Leonidas, President, Nestle Confectionery
- Brett Marchand, President, Lowe Roche
- Alan Middleton, Executive Director, Schulich Executive Education Centre, York University
- Suzanne Sauvage, President Canada, Cossette Communications Group Inc.
- Sean Shannon, General Manager, Expedia Canada Corp.
- Cathy Whelan Molloy, Chief Marketing Officer, Tim Hortons
- Jay Wright, President, Canadian Wine Division, Vincor International Inc.

"I certainly don't envy our judges' position, as they have to narrow down a very long list of truly talented and esteemed marketers-proving that Canada produces world-class marketers," says Stefan Danis, MHOL Co-Chair and CEO of Mandrake.

The 2006 Gala celebration will take place on Thursday, January 26, 2006.

The MHOL is made possible through its Premier Sponsors including: The American Marketing Association Toronto chapter, Mandrake, ACNielsen, The Globe and Mail, CTV and Marketing Magazine; 10 Inner Circle sponsors and 110 Founding Friend Organizations from Canada's marketing industry.

For more, please visit: [www.marketinghalloflegends.ca](http://www.marketinghalloflegends.ca).  
About the Marketing Hall of Legends:

American Marketing Association (AMA Toronto) and Mandrake created the Marketing Hall of Legends to enshrine Canada's marketing industry and its stars for posterity. Founding Friends, Sponsors, Executive Judges, nominators, committee volunteers, nominees and inductees have all given time, talent and money to ensure the people, successes and vitality of the Canadian marketing profession live on.

### **New Speaker Series Inspires Young Marketers**

Continuing its commitment to help foster and nurture young Canadian marketing talent, the **Marketing Hall of Legends** (MHOL, Toronto) has launched its newest legacy program entitled Access to a C-Leader, a year-round speaker series where CEOs share their career success stories with emerging marketers.

Designed to provide upcoming marketers with real face-to-face time with a senior executive, the series gives a small group of no more than 20 emerging marketers the opportunity to meet with an executive in his/her office environment to discuss key career lessons. The sessions are free of charge and are open to junior marketers with 18 months to five years experience in marketing-related fields.

Like other legacy programs offered by the MHOL, the Access to a C-Leader speaker series was designed to provide young marketers with the key career element they believe they are lacking-access to mentors.

"According to our research, more than 80 per cent of junior marketers would like a mentor but don't have access to one," says Stéfan Danis, Co-Chair, MHOL and CEO and Chief Talent Officer of Mandrake. "What we hope to accomplish with this program is to create an intimate opportunity for young talent to be inspired and guided as they continue in their career path. It's about passing on knowledge and wisdom from one successful marketer to an up-and-rising marketer."

Since planning this unique program, the MHOL has received overwhelming interest from senior-level marketers interested in participating in the program. Current participants for summer, fall and winter sessions include: Jim McKenzie, President, Leo Burnett; Sean Shannon, General Manager, Expedia; Paul Alofs, President, The Princess Margaret Foundation and Richard Peddie, CEO, Maple Leaf Sports & Entertainment.

"The response from CEOs interested in participating in the program has been phenomenal," adds Danis. "Many of our speakers have been personally influenced by a mentor when they first started in the industry and view this opportunity as way to contribute back."

The MHOL hosted their first C-Leader Access session earlier with Brett Marchand, CEO and President of Lowe Roche Advertising, Jim McKenzie CEO of Leo Burnett, and Patrick Sullivan, President of Workopolis.

For a complete listing of session dates or to learn more about the speaking series visit the MHOL [website](#). CEOs interested in speaking in the series should contact Stéfan Danis at 416-922-5600.

### **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.

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Allison Quennell- [quennell@destinyme.ca](mailto:quennell@destinyme.ca) or call 416-972-6843 x.826

Deb McDermott- [mcdermott@destinyme.ca](mailto:mcdermott@destinyme.ca) or call 416-972-6843 x.823

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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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## BREAKING THE MYTHS ABOUT CAREER NETWORKING

Many people believe that networking is about having a list of "contacts" that will provide access to opportunities. However, as this article from *Quintessential Careers* stresses, successful networking must be viewed as building relationships based on mutual needs/interests. The article outlines how to develop and nurture these important career-building relationships.

Networking tips included in the article include:

- Ask questions and listen to the speaker
- Identify his or her concerns or interests
- Offer solutions or connections
- Immediately follow up with the person by e-mail or by phone.

To learn more about how you can develop the right relationships when you network, click on the link below to read the full article.

[http://www.quintcareers.com/career\\_networking\\_myths.html](http://www.quintcareers.com/career_networking_myths.html)

## HOW TO SURVIVE AN INSECURE BOSS

Most professionals will have to deal with an insecure boss that fills their department and organization with anxiety and indecision at some point in their career. However, learning how to successfully interact with this sort of supervisor can be an important career skill. This article from *Career Know-How* outlines the traits of an

insecure boss and how to handle them.

Traits of an insecure boss include:

- They insist on absolute control over everything
- They interfere with the work of staff
- They constantly defend their position and challenge criticism
- They are an absolute perfectionist
- They resist making decisions
- They frequently remind you who is boss
- They can't laugh at themselves, but laugh at others

Actions you can take include:

- Be certain you're not contributing to your superior's low self-esteem
- Shore them up at every opportunity
- When you have to challenge them, try to do it in a positive way
- Never go over your boss' head without approval
- Always make sure they get proper credit for good work
- Acknowledge their good points
- Think of your own insecurities and what helps you deal with them.

To learn more about how you can have the best working relationship possible with an insecure supervisor, click on the link below to read the full article.

<http://www.careerknowhow.com/guidance/insecure.htm>

## NEGOTIATING WHAT YOU'RE WORTH

Negotiating compensation with an employer in a new or existing position is always challenging. This article from *HBS Working Knowledge* presents tips from an expert negotiator to handle a variety of negotiation scenarios.

To read more about how you can learn to negotiate compensation that matches your skills and experience, click on the link below to read the full article.

[http://workingknowledge.hbs.edu/item.jhtml?id=4770&t=career\\_effectiveness](http://workingknowledge.hbs.edu/item.jhtml?id=4770&t=career_effectiveness)

We welcome your feedback on these articles. Please e-mail us at [newsletter@mandrake.ca](mailto:newsletter@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

- Patrick Beauduin to Convergent Creative Services as Vice President
- Andrew Bruce to Publicis Canada as President, Toronto office
- Andrea Dayco to Strategic Media as Vice President, Sales
- François Forget to Cossette Communication-Marketing as Vice President, General Manager
- John Fourneaux to Karacters Design Group as Managing Director
- Peter Glennie to Starcom MediaVest Group as IP Director
- John Halley to Carlson Marketing Group as Creative Director
- Andrea Isbester to DDB Canada as Vice President and Director of Integrated Solutions
- Michael Keefe to Carlson Marketing Group as Senior Director eMarketing
- Micheal Lambie to scratch as Creative Director
- Nadine Livingstone to Carlson Marketing Group as Director, Production and Creative Operations
- Erin McNeil to Echo Advertising and Marketing as Vice President, Account Director
- Erin O'Keefe to Argyle Rowland Communications as Consultant
- Karen Passmore to Argyle Rowland Communications as Consultant
- Doug Poad to Enterprise Advertising as Vice President, Director Strategic Planning
- Alex Sakiz to Cossette Communications Group as Executive Vice President (Montreal, PQ)
- Andrew Samuel to St.Bernadine Mission Communications as Partner (Vancouver, BC)
- Suzanne Sauvage to Cossette Communications Group as President, Canada (Toronto, ON)
- David Walker to St.Bernadine Mission Communications as Partner (Vancouver, BC)
- Gary Westgate to Ambrose Carr Linton Carroll as Vice President, Creative Director

- Steve Williams to Venture Communications as Creative Director (Calgary, AB)
- Helen Winfield to The Marketing Store as Vice President, Strategic Planning

## Stock activity

*Courtesy of Mandrake*

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Visit us on the web at [www.mandrake.ca](http://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

- Tim Berman to Kraft Canada Inc. as Vice President, Customer Development Organization
- Stephen Kouri to Unilever Canada as Vice President, Marketing
- Mark Woods to Arla Foods Canada as National Sales Director

## Stock activity

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## **FINANCIAL SERVICES**

*Courtesy of Mandrake*

### Appointments

- Thomas Baumann to Det Norske Veritas as Country Manager
- Michael Castellarin to Clairvest Group Inc. as Vice President
- Michael Cegin to HSBC Bank Canada as Senior Vice President and Manager, Vancouver Main Branch
- Mitch Green to Clairvest Group Inc. as Vice President
- Martin Hubbes to AGF Funds Inc. as Senior Vice President and Chief Investment Officer
- Timo Hytonen to The Empire Life Insurance Company as Vice President, Human Resources
- Kamal Pastakia to Clairvest Group Inc. as Associate
- Edward Speal to BNP Paribas (Canada) as President and Chief Executive Officer
- David Sturdee to Clairvest Group Inc. as Principal
- Peter Vukanovich to Genworth Financial as Corporate Officer
- Michael Wagman to Clairvest Group Inc. as Managing Director
- Andrew Zimakas to Travelex as Vice President, Marketing and Public Relations, America

## Stock activity

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Val Buckley to MindShare Canada as Digital Media Director of mOne
- Sabita Singh to IStudio as Director of Strategic Communications

### Stock activity

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Dianne de Fenoyl to Maclean's as Assistant Managing Editor
- Dale Fallon to CHUM Television as Director, CHUM Interactive
- Jody Glidden to Chalk Media as Business Development Director
- Maria Hale to CHUM Television as Vice President of Content Business Development
- Terry Mahoney to Rogers Media Television as General Manager, Omni TV BC
- Mark Stevenson to Maclean's as Editor
- Judy Tapp to Outdoor Broadcast Network as General Sales Manager

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## PHARMACEUTICAL

*Courtesy of Mandrake*

### Appointments

- Eric Acker to FGIworld as President and Chief Operating Officer
- Paula Allen to FGIworld as Vice President, Health Solutions and Product Development
- Richard Clark to Merck Frosst as President and Chief Executive Officer
- Valerie James Coker to The Medicine Group as Vice President, General Manager
- Sean Cunliffe to Neuromed Technologies Inc. as Vice President of Commercial Development (Vancouver, BC)
- Stephen DeFalco to MDS Inc. as President, Chief Executive Officer and Director
- Ellie Farah to Transition Therapeutics Inc. as Chief Financial Officer
- Michael Hines to Veris Health Sciences as President, Veris Ocular Sciences
- Daniel Johnson to Victhom Human Bionics Inc. as Chairman (Quebec City, PQ)
- Simon Li to Neuromed Technologies Inc. as Vice President of Medical Research (Vancouver, BC)
- Gregory McKee to Stressgen Biotechnologies as President and Chief Executive Officer
- Barry Sachais to Neuromed Technologies Inc. as Vice President of Clinical Development (Vancouver, BC)
- Dr. Philip Schwab to BIOTECCanada as Vice President, Policy and Sector Affairs
- Susanne Tattersall to The Medicine Group as Vice President, Client Services
- Euan Taylor to Wex Pharmaceuticals Inc. as Director of Intellectual Property (Vancouver, BC)
- Dr. Frank Verwiel to Axcan Pharma Inc. as President and Chief Financial Officer (Mont-St-Hilare, PQ)
- Murray Wigmore to GE Healthcare as General Manager, Clinical Systems

### Stock activity

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## RETAIL

*Courtesy of Mandrake*

### Appointments

- Andrew Brough to McDonald's Restaurants of Canada Limited as Chief Restaurant Support Officer
- Salim Kassam to Sandman Hotels, Inns and Suites as Vice President, Marketing (Vancouver, BC)
- Tim Oldfield to Choice Hotels Canada as Senior Director of Sales and Marketing
- Andrew Resnick to RadioShack Canada Company as Managing Director
- Rob Shields to Aeroplan as Vice President, Partnerships (Toronto, ON)

### Stock activity

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- William Buckley to ShawCor Ltd. as President and Chief Executive Officer
- Robert Comeau to Emergis as Chief Financial Officer
- Rick Court to Obvious Solutions Inc. as Chief Operating Officer
- Lou Gizzarelli to Neopost as President
- Olaf Krahmer to Cisco Systems Canada as Vice President, Service Provider Operations
- Elaine Lisotti to Jutan International as Director of Finance
- Michael Moskowitz to Palm Inc. as President, Americas International
- Tim Moore to Jutan International as Chief Operating Officer
- Iraj Pourian to Sierra Systems as President and Chief Executive Officer
- Alex Romanov to Empower Technologies as Vice President, Sales and Marketing (Richmond, BC)

### Stock activity

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

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### Stock activity

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