

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.



Feb. 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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Marketing legends honoured.

It's now official, Canada's marketing industry has its own legends! On January 27th, 2005 at a sold-out event in Toronto, ten industry giants were honoured as the inaugural inductees into the **Marketing Hall of Legends (MHOL)**. The Marketing Hall of Legends was co-founded by Mandrake and the AMA. **Click here** for more details or **click here** to read an article from the **Toronto Star!** Visit our website at www.marketinghalloflegends.ca.

You're Invited!

Tim Cork, President of NEXCareer, invites you to his networking seminar at this year's Human Resources Professional Association of Ontario (*HRPAO*) Conference in February.

Networking is a critical element in managing your career and in determining your success in life and business. Tim will speak on leveraging and expanding your network while providing practical tips on helping you maintain an active network (he guarantees you will double your network after his session). Whether you are in transition or gainfully employed, this workshop is for you.

If you are attending this year's conference, be sure to visit Tim on *Wednesday February 2nd at the Sheraton Centre from 4:15 - 5:00 pm* as he discusses Networking...One Degree of Separation. You can visit the NEXCareer booth at the Westin Harbour Castle Wednesday Feb 2nd through Friday Feb the 4th.

Plan Ahead to Get Ahead in 2005!

If one of your New Year's resolutions is making your career a priority, then start 2005 on the right track. Talk to the career experts at DestinyMe, a career management firm, about a variety of services available for advancing your career.

Mandrake is delighted to offer friends and customers a special promotion redeemable through DestinyMe. For the months of January and February 2005 all DestinyMe workshops are 50% off. Choose from a number of seminars including: career mapping, resume writing, networking, interviewing and more.

To take action contact:

Allison Quennell- quennell@destiny.me or call 416-972-6843 x.826.
Visit our website at www.destiny.me.

Offer redeemable in Toronto Only.

* Not valid in conjunction with other promotional offers

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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HAVE A MEANINGFUL AND FULFILLING NEW YEAR!

The New Year is still young and it's a good time to examine how you can move forward with your career and life in general in the most positive manner possible. This article from *Business Know-How* offers some ideas on how to do just that.

They include:

- Fully accept what you have in your life right now.
- Organize your life around the "most luminous idea" you can get in touch with.
- Acknowledge that there are important aspects of your life and future planning that you can't control.
- As you travel your path, keep turning toward what nurtures your soul.

To learn more about how these suggestions can contribute towards a great 2005 and beyond, click on the link below to read the full article.

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

A DOZEN THINGS YOU MUST KNOW ABOUT COMMUNICATING YOUR CAREER BRAND

In career marketing terms a career brand is defined as "a cohesive image that positions you as a trusted expert, attracts your ideal employer/client, and conveys the value of investing in your talents/services". However, the next step after you understand and develop your brand is learning how to communicate it.

This article from *Quintessential Careers* offers 12 tips for career brand communication that will make employers choose you.

They include:

- A job search is marketing.
- Successful career brands weave together three 'As': authentic image, advantages, and awareness.
- Determine what the market conditions are for your emerging brand.
- Determine the best approach for positioning your brand.
- Branding can be accomplished through verbal and visual means.
- Hone your benefits into a three point marketing message.
- Create a benefit-driven target statement.
- Be prepared for networking opportunities.
- Practice.
- Look the part.
- Act the part.

- Find support.

To learn more about how to communicate a clear and compelling career brand, click on the link below to read the full article.

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

WHAT TO DO WHEN YOU REALLY HATE YOUR JOB

Are you finding you dread Monday mornings and the start of a new workweek? Being unhappy in your job is something that happens to many people throughout the course of their careers.

This article from *Monster.ca's Self Assessment Centre* discusses the pros and cons of the three basic options of dealing with job dissatisfaction, which include putting up with it, making changes, and leaving.

To read more about handling job dissatisfaction, click on the link below to read the full article.

http://assessment.monster.ca/articles/hate_job

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

- Marilyn Barefoot to Proximity Canada as Vice President, Promotions
- Susan Black promoted to President at Catalyst Canada
- Sheilagh Commeford promoted to Vice President, Group Account Director at Medicus Canada
- Simon Creet to Saatchi & Saatchi as Vice President, Associate Creative Director
- Sandra Cruickshanks promoted to Vice President at Thornley Fallis Communications
- Steve DiLorenzo to Henderson Bas as Associate Creative Director
- Simon Duffy to Saatchi & Saatchi as Vice President, Associate Creative Director
- Mary Falbo to Pattison Outdoor Advertising as Vice President, Business Development
- John Farquhar to GJP Advertising & Design as Creative Director
- Davis Gravelins to McLellan Group as Creative Director
- Leah Gray to TBWA\Calgary as Art Director (Calgary)
- Lisa Greenberg promoted to Associate Creative Director at Gee Jeffery & Partners Advertising
- Michelle Hamaoki to Wunderman Canada as Vice President, Database Management
- Glenn Hollis promoted to Senior Vice President, Management Director at Enterprise Advertising
- Chris Keevill promoted to President and Chief Operating Officer at Corporate Communications Ltd.
- Jennifer Kemp to Fusion Alliance Marketing as National Vice President, Director Client Services
- Pierre Lalonde to LXB Communications-Marketing as Creative Director (Montreal)
- Ed Lees to GJP Advertising and Design as Copywriter
- Bob Leroux to Pattison Outdoor Advertising as Vice President, National Sales
- Matt Levitan promoted to Vice President, Group Business Director at Segal Communications
- Bob Lopinski to Hill & Knowlton Canada as Vice President, Public Affairs practices
- Cédric Loth promoted to Partner, Vice President Creative Director at Beauchemin Communication Marketing
- Darlene Lowe promoted to Art Director at MacLaren McCann Healthcare
- Mark Mason to BBDO Canada as Vice President, Associate Creative Director
- Doug Maugham to GJP Advertising and Design as Art Director
- Tara McCarthy to Optimum Public Relations as Vice President, Marketing Communications
- Jeff McLellan to Wunderman Canada as Vice President and Finance Director
- Adam Moffat to Environics Communications as Senior Consultant
- Al Moran to Downtown Partners as Senior Copywriter
- Shelagh O'Connor to Thornley Fallis Communications as Senior Consultant (Ottawa)
- Stuart Pollock promoted to Vice President, Group Business Director at Segal Communications
- Andrew Pugsley to OgilvyOne as Chief Creative Officer
- Benoit Robillard promoted to Partner, Vice President Strategic Planning at Beauchemin Communication Marketing
- Ania Russsocki to Arnold Worldwide as Executive Vice President, Chief Operations Officer
- Amie Sauvé to 76design as Senior Designer (Ottawa)
- Adrienne Simic promoted to Vice President at Media Profile
- Alison Simpson to Venture Communications as Managing Director (Toronto)
- Jeff Smith to Hill & Knowlton Canada as Senior Vice President, Deputy General Manager of the Corporate Communications and Public Affairs groups
- Chantel Stickland to Brown Communications Group as Director of Client Services (Calgary)

- John Thibodeau promoted to Vice President at Media Profile
- Ron Tite to Channel 500 as Creative Director
- Shari Walczak to Nucleus Strategic Core Properties as Vice President, Senior Strategist
- Paul Wales promoted to President and Chief Creative Officer at Enterprise Advertising
- Annette Warring to Genesis Media as President
- Dave Watson to Gee Jeffery & Partners Advertising as Creative Director
- Jeff Wilson to Hill & Knowlton Canada as Senior Vice President and Deputy General Manager
- John Wright to Wunderman Canada as Executive Vice President of Integrated Marketing

Stock activity

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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

- Brian Arbiq promoted to Vice President, Retail Sales & Marketing at Heinz Canada
- Gerry Doutre to Ultima Foods as President and Chief Executive Officer
- Drew Franklin promoted to President and General Manager, Canada at S.C. Johnson and Son Ltd.
- Philippe Guay promoted to Director National Sales- Retail at Heinz Canada
- Peter Luik promoted to Chief Operating Officer at Heinz Canada
- Arjen Melis to Effem Inc. as Franchise Director
- Eric Richer La Flèche promoted to Executive Vice President and Chief Operating Officer at Metro Inc.
- Joe Hinrichs promoted to President and Chief Executive Officer at Ford Canada

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Michael Barkley to Guardian Capital Advisors as Vice President and Portfolio Manager
- James Bracken to AltaGas Income Trust as Divisional Vice President Gas Services and Energy Marketing (Calgary)
- Douglas Bradley to Westerkirk Capital Inc. as Managing Director
- Nancy Cappadocia promoted to Chief Financial Officer at Altamira Investment Services
- Doug Cummings to ADP Canada Employer Services as Vice President Sales
- David Denison to Canada Pension Plan Investment Board as President and Chief Executive Officer
- Daniella Dimitrov promoted to Chief Operating Officer at Dundee Securities Corporation
- Kirk Duguid promoted to Vice President, Finance & Business Development at Merck Frosst
- Lynne Fortin promoted to Vice President, Marketing & Sales, Group B at Merck Frosst
- Michael Guttormson to James Richardson & Sons as Vice President & General Counsel (Winnipeg)
- Michael Hamilton to Penncorp Canada as President
- Doug Harris to Market Regulation Services as Director of Policy, Research & Strategy
- Andre Hidi to BMO Nesbitt Burns as Executive Managing Director and Group Head, Canadian Mergers & Acquisitions
- Vincent Hunt to Burgundy Asset Management as Vice President
- Joseph Iannicelli promoted to President and Chief Executive Officer at The Standard Life Assurance Company of Canada

- Shawn Klerer promoted to Vice President and General Manager of Business Travel Canada at Amex Canada Inc.
- James McCarney promoted to Managing Director at Guy Carpenter & Company Ltd.
- David McFarlane to Wawanesa Life Insurance Company as Vice President & Chief Operating Officer
- Richard Nesbitt promoted to Chief Executive Officer at TSX Group Inc.
- Caroline Nolan to RBC Global Services as Head, Strategic Communications Group
- David Nowak to Westerkirk Capital Inc. as Managing Director - Legal
- Kamal Pastakia to Clairvest Group as Associate
- Andrew Pilkington promoted to Vice President and General Manager, Global Commercial Card Canada at Amex Bank of Canada
- Laurie Powers to Investment Saskatchewan as Chief Financial Officer
- Joel Raby to Burgundy Asset Management as Senior Vice President
- Jennifer Reed promoted to Vice President, Communications and Government Relations at MasterCard Canada
- Gerry Rocchi promoted to Head, Key Strategic Expansion Initiatives at Barclays Global Investors Canada Limited
- Jane Rowe promoted to President and Chief Executive Officer, Roynat Capital at Scotiabank
- Rajiv Silgado promoted to Chief Executive Officer at Barclays Global Investors Canada Limited
- Don Soule promoted to Vice President, Sales at Merck Frosst
- Marshal Thomas promoted to Vice President Business Development at AltaGas Income Trust (Calgary)
- Peter Winters to Westerkirk Capital Inc. as Managing Director
- Julie Yoshikuni to AIM Trimark as Assistant Vice President, Product Management

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Richard Bernstein to iLeo as Managing Director
- Ted Boyd to Organic as Managing Director
- Shane Flemming to Henderson Bas as Associate Creative Director
- Michael Seven to Fjord Interactive Marketing + Technology as Creative Director

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Vicki Blake to Astral Outdoors as Vice President, Sales
- Marc Blondeau to Rogers Publishing Limited as Senior Vice-President, Rogers Consumer Publishing and President, Les Édition Rogers - Québec
- Ron Bremner promoted to Vice President, Client Services at BBM Canada
- Don Easter promoted to Vice President, Internal Operations as BBM Canada
- David Holland to Torstar Corporation as Executive Vice President, Chief Financial Officer
- Jamie Irving to Brunswick News as Publisher of Saint John Telegraph-Journal and New Brunswick Telegraph-Journal
- Claire Macdonald promoted to Associate Publisher and Director, New Business Development for Strategy at Brunico Communications
- Val Meyer to Astral Media Outdoor as Vice President
- Peter Moss promoted to Executive Vice President of Programming, Creative Consultant at Corus Entertainment

- Sandy Muir to Sun Media as Senior Vice President, Sales
- Mirabel Palmer-Elliott promoted to Director of Marketing for the consumer magazine Web sites at Rogers Publishing
- Phil Piazza to Corus Entertainment as Vice President Programming for Children's Television
- Diane Rankin promoted to Vice President and Group Publisher, Canadian Marketing Group at Brunico Communications
- Beth Scott to Famous Players Media as Director of Marketing and Sales
- Joanna Webb promoted to Vice President Programming for W Network at Corus Entertainment
- Peter White to Hollinger as Vice President, Operations

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Steve Behr to Merck Frosst as Scientific Director
- Peter Brenders, recently of Genzyme Canada, is the new President of BIOTECanada
- Michael Cels promoted to Vice President, Sales at GlaxoSmithKline Inc.
- Matt Coffey promoted to Chief Scientific Officer at Oncolytics Biotech Inc.
- Paul de Montigny promoted to Vice President, Purchasing and Manufacturer Relations
- John Dillon promoted to Vice President, Research & Development and Chief Medical Officer at GlaxoSmithKline Inc.
- David Doyle to Lifeline Systems as Director/VP Marketing
- Ed Dybka promoted to Vice President, Marketing at GlaxoSmithKline Inc.
- Joe Franco promoted to Associate Director, Marketing, Primary Care (Neuroscience) at Novartis Pharmaceuticals
- Pierre Gaudreault promoted to Regional Sales Director, Quebec & Atlantic Provinces at Pfizer.
- Martin Holroyde to Altana Pharma Inc. as Director, Medical Liaison
- Judith John to Mount Sinai Hospital as Vice President, Communications & Marketing
- Ron Kehrig to Ag-West Bio Inc. as Vice President of BioProducts and BioProcesses
- Marie Chantale Lepine to AstraZeneca Canada as Director, Government Relations
- Viken Paragamian promoted to Vice President, Scientific Affairs at Amgen Canada
- Jean-Francois Pouliot to Schering Canada as Director, Scientific Research, Oncology
- Randy Preising to Commotion Communications as Senior Art Director (Cambridge)
- Erinn Ramsay to Protocol Canada as Director Pharmaceutical Sales
- Yves Rosconi to Theratechnologies Inc. as President & CEO
- Luc Tanguay, promoted to Senior Executive Vice President and Chief Financial Officer at Theratechnologies Inc.
- Lita Stewart promoted to Vice President, Marketing & Sales at Amgen Canada

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Tamara Cornish to Hudson Bay Company as Assistant General Merchandising Manager
- Michael Glennie to Fairmont Hotels & Resorts as Executive Vice President, Real Estate
- Melissa Keeney to Days Inn - Canada as Director of Marketing
- Michael Marley to Fairmont Hotels and Resorts as Director Brand Communications and Integration

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Patrick Crowley to ATI Technologies as Chief Financial Officer
- Dr. Howard Goodfellow to Techint Goodfellow Technologies as President
- Ed Kilroy to Symcor Inc. as Chief Executive Officer
- James Lew to Morrison Hershfield Group as Vice President, Life Sciences
- Eric Meerschaert to Objectstar as Vice President Marketing
- Jan Peeters to Cogeco Inc. as Chairman
- A.S. (Sandy) Taylor to promoted to President and Country Manager at ABB Canada
- Charlie Whelan promoted to President, Computer Sciences Corporation, Canadian Operations

Stock activity

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Monique Bois to Persona Communications as Director, Sales & Marketing
- Peter Currie to Nortel Networks as Chief Financial Officer

Stock activity

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