

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.



Mandrake

July 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.
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 or call 416-972-6843 x.826

Deb McDermott- 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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THE CASE OF THE DISAPPEARING VACATION

Summer's here, but as this article from *Career Know-How* points out, many of us have become ambivalent about taking some time off to enjoy the season. Job security concerns and an inability to disconnect from technologies such as e-mail while away are cited as some of the main concerns.

The article offers seven pointers that can help you to have a relaxing, enjoyable vacation.

They include:

- Come to grips with the fact that you are not indispensable
- Reject the macho idea that long hours with your nose to the grindstone demonstrates strength and commitment
- Plan your next vacation in advance
- Establish a plan to cover your responsibilities
- Leave a contact point where you can be reached with a "gatekeeper" who will respect your time
- Flush work out of your mind
- Be prepared to double your efforts when you return.

To learn more about how you can plan a vacation that's stress-free for you, your co-workers, and employer, click on the link below to read the full article.

<http://www.careerknowhow.com/planning/vacation.htm>

MAKE THE MOST OF KEY CAREER MOMENTS

Throughout every professional's working life, there are "key career moments" that help to largely shape one's progress. This article from *Monster's Career Centre* offers several strategies that can help you seize these "key career moments".

They include:

- Understand yourself and know what you want
- Develop your skills
- Know when to overprepare
- Learn to ask * Learn to say no
- Create key career moments.

To read more about how you can anticipate and effectively navigate these important moments throughout your career, click on the link below to read the full article.

http://change.monster.ca/articles/key_moments/

CAREER SUCCESS IS WITHIN YOUR REACH

Some people may believe that those who achieve career success mainly "got lucky" or "knew someone". But it's also important to remember that, on the whole, these individuals worked hard to achieve their success. This article from *Quintessential Careers* offers steps that can help you grab this career success as well.

They include:

- Believe that you will succeed
- Get the facts
- Commit to your success
- Put a plan into place
- Keep moving no matter what.

To learn more about how these points can help your dreams of career success come true, click on the link below to read the full article.

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

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

- Azim Alibhai to Genesis Media as Group Director in charge of the Direct Media Group
- Joseph Barbieri to Redwood Customs Communications as Vice President, Business Development
- Kevin Barclay to Calder Bateman Communications as Creative Director
- Jeff Berry to Riptown.com Media as Director of Communications (BC)
- Stephen Brown to Fuse Marketing as Senior Vice President and General Manager
- Adrian Capobianco to Fuse Marketing Group Inc. as Vice President, Interactive
- Heather Clark to Henderson Bas as Associate Director, Creative Strategy
- Terry Cully to Ogilvy Healthworld as Managing Director
- Maria Deotto to Redwood Customs Communications as Vice President, Client Services
- Lisa Eaton to Traction Creative Communications as Director Client Services (BC)
- Grant Fraggalosh to Riptown.com Media as Creative Director of Advertising (BC)
- Ray Fry to McLellan Group as Creative Director, Automotive
- Steve Gallow to Grant Sign Imaging as Chief Executive Officer
- Jeff Harrison to Rethink as Associate Creative Director (BC)
- Lisa Hudson to Genesis Media as Vice President, Media Investment Management
- Chris Keevill to Corporate Communications Ltd. as President and Chief Operating Officer (NS)
- Richard Lambert to Saatchi & Saatchi as Vice President, Account Director
- Matt Litzinger to Publicis as Associate Creative Director
- Bernadette Lonergan to Fuse Marketing Group as Director of Human Resources
- Lance Mohring to Henderson Bas as Director, Technology

- Michael Mok to Traction Creative Communications as Creative Director (BC)
- Jennifer Morozowich to Fuse Marketing Group as Director of Insights
- Bill Mullen to Rite Sign International as President
- Elan Packer to Scratch as Partner
- Lorraine Patterson to Wakeham & Associates Marketing as Vice President, Client Service and Operations
- Lisa Peirson to Fuse Marketing as Senior Vice President of Strategy and Business Development
- Mark Puchala to Zig as Senior Art Director
- Jeff Robinson to LPi Communications as Vice President of Business Development (AB)
- Ania Russocki to Arnold Worldwide as President and Chief Executive Officer
- Rick Sanderson to OMD Canada as General Manager
- Will Thomson to Grant Sign Imaging as President
- Bob Wilhelm to AdFarm as Vice President, Customers
- Ira Matathia to Taxi Advertising as Vice President, Development and Integrated Strategy Director, New York Office
- Brian Sheppard to Target Marketing Communications as Creative Group Head (NFL)
- Rob Sweetman to Rethink as Associate Creative Director (BC)

Stock activity

Courtesy of Mandrake

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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

- Jim Krushelniski to H.J. Heinz Company as Area President, Heinz Pacific and Canada
- Peter Luik to Heinz Canada as President and Chief Executive Officer
- Susan Mey to Kodak Canada as President and Chairman of the Board
- Jim Selman to Secom Plus as Vice-President Business Development

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Don Allan to CMAC Residential Funding of Canada as Chief Operating Officer
- Chris Clark to PricewaterhouseCoopers as Chief Executive Officer and Canadian Senior Partner
- Franca DeBartolo to Burgundy Asset Management Ltd. as Vice President
- Dennis De Braga to GMAC Commercial Finance as Senior Vice President, Canadian Sales Manager
- Graeme Eadie to CPP Investment Board as Vice President, Real Estate Investments
- Mark Elliott to PricewaterhouseCooper as National Managing Partner
- Pierre Fitzgibbon to National Bank of Canada as Senior Vice President, Finance, Technology and Corporate Affairs
- Alain Lapointe to Stanford International Bank as Senior Vice President
- Bill McFarland to PricewaterhouseCoopers as National Managing Partner
- James Meadows to Burgundy Asset Management Ltd. as Vice President
- Michele Parent to Standard Life Assurance Company of Canada as Vice President, External Communications and Corporate Affairs

- Lillian Tomovich to Mastercard International as Vice President, Customer Marketing
- Mark Wiseman to CPP Investment Board as Vice President, Private Investments
- Karl Wondrak to Mortgage Intelligence Inc. as President

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Jordan Banks to eBay Canada as Managing Director
- Bryon Bertrim to Fuel Industries as Vice President, Business Development and Marketing
- David Dobson to Corel Corporation as Chief Executive Officer
- Jason Flick to Fuel Industries as Director Client Services
- Gary Folker to xwave as Director, Clinical Management System
- Jonathan Hamovitch to AOL Canada as Vice President, Legal
- Jonathan Lister to AOL Canada as Vice President, Audience

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Deborah Beatty to Corus Entertainment as General Manager, Corus Radio Interactive
- Bonnie Bunting to Somerset Entertainment as Vice President, Human Resources
- Leslie Krueger to Teletoon Canada as Vice President, Marketing
- David Lazzarato to Alliance Atlantis Communications Inc. as Executive Vice President, Chief Financial Officer
- Trent Locke to Teletoon as Vice President of Finance and Planning
- Jeff Woods to Corus Radio Interactive as Director, Programming and Content
- Phyllis Yaffe to Alliance Atlantis Communications Inc. as Chief Executive Officer

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Larry Biancolin to AstraZeneca Canada as Director, Corporate Services
- Richard Guest to Genpharm Inc. as Chief Executive Officer

- Martin Marino to The Merck Generics Group as General Counsel
- Andrew Parkes to Drug Trading Company Limited as President
- Tom Skinner to DiagnoCure Inc. as Chief Financial Officer (QC)

[Stock activity](#)

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RETAIL

Courtesy of Mandrake

[Appointments](#)

- David Allen to McDonald's Restaurants of Canada Limited as Executive Vice President, Chief Operating Officer
- David Hederson to McDonald's Restaurants of Canada Limited as Vice President, Chief Financial Officer
- Ellen Junger to Hallmark Canada as President
- Clee Varon to Deerhurst Resort as Director Sales and Marketing
- Robert Wittmann to Travelex as Senior Vice President, Commercial Foreign Exchange, Americas

[Stock activity](#)

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TECHNOLOGY

Courtesy of Mandrake

[Appointments](#)

- Michael Allocco to Sirit as Vice President, Sales and Marketing for the RF Solutions Group
- Fariba Anderson to Manta Group as Partner
- Myrna Francis to CGI as Vice President of Marketing, Healthcare
- Ray Goodman to Manthan Systems as President, North America
- Ian McIntyre to Atlantis Systems as Director of Sales
- Igor Sarenac to Convergys as a Head of Sales, Canada
- Hitesh Seth to CGI as Vice President, Consulting Services, Public Sector

[Stock activity](#)

Courtesy of Mandrake

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TELECOMMUNICATIONS

Courtesy of Mandrake

[Appointments](#)

- John MacDonald to Shift Network as Vice President of Sales and Marketing (AB)

[Stock activity](#)

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