

InterViews Online

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Mandrake

June 2005

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.

- 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](#).

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 this month with Brett Marchand, CEO and President of Lowe Roche Advertising. Mandrake plans on publishing an article recapping each session in its monthly newsletter.

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.

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.

C-Leader Access Speaker for June

C-Leader Access is a speaker series designed to provide upcoming talent access to senior executives to facilitate learning about leadership. You will be inspired by the speaker's experiences and the lessons they have learned on their journey. C-Leaders are at the presidential level and are marketers by training or at heart. They will share their travels with a relatively small group of young invitees at their location to deliver close access.

Sean C. Shannon, Managing Director of Expedia Canada Cop. - Tuesday, June 14th, 2005.

Sean Shannon joined Expedia Canada Corp. in March 2001 as the first ever Director of Marketing for Expedia.ca. Over the next three years, Sean developed and implemented nation-wide marketing efforts to build awareness of and customer loyalty to Expedia.ca. as the most trusted and comprehensive online travel service for Canadian travelers. To register, [click here](#).

Patrick Sullivan, President of Workopolis - Wednesday, June 29th, 2005.

As President of Workopolis, Patrick Sullivan is responsible for the vision and business strategy behind Workopolis, Canada's leading provider of recruitment and job-search solutions including workopolis.com, Canada's Biggest Job Site, workopolisCampus.com, Canada's biggest job site for students and recent graduates and CorporateWorks, the applicant tracking system that puts the power and functionality of workopolis.com behind corporate career sites. To register, [click here](#).

To attend, you must be a young professional having worked between 18 months and 5 years in Marketing or related fields. Space is limited to first come, first serve.

Nominations for the 2006 Marketing Hall of Legends Close June 15th

The Marketing Hall of Legends was created to honor Canadians who have dedicated their lives to the pursuit of excellence in the field of marketing. It is meant to honor a body of work and a lifetime of achievements. MHOL is an initiative of the American Marketing Association, Toronto Chapter, and is presented by Mandrake.

The criteria for selection was based on those Canadians whose ideas and contributions to marketing and brand building have made a tremendous impact in the Canadian and/or global marketplace. The MHOL celebrates Canadian excellence in four separate categories of the marketing profession: Visionaries, Builders, Enablers and Mentors. Nominations for the 2006 Legends will be accepted from **May 15 to June 15, 2005**. For details on the categories and to access the nomination form, please click on www.marketinghalloflegends.ca for the official MHOL website.

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.

"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:

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- 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.

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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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TOP 10 WAYS TO MAXIMIZE YOUR NETWORKING APPROACHABILITY

Although there are many resources on networking, many of them do not give a detailed definition of how to maximize your "approachability" in networking scenarios, says this article from *Business Know-How*. The article offers ten ways to increase your networking approachability in business and social situations.

They include:

- Be "ready to engage" with conversation topics, questions and stories in the back of your mind as soon as you meet someone
- As you talk with people, discover their "common point of interest" as soon as possible
- Offer responses that magnify the way you feel
- Don't cross your arms
- Don't assume
- Let people know they can get in touch with you in whatever manner they choose
- Find out how to customize your e-mail signature
- Always have business cards
- Be the first to introduce yourself or say hello
- Wear your nametag at meetings.

To learn more about how these pointers can take your networking skills to a new level, click on the link below to read the full article.

<http://www.businessknowhow.com/marketing/approach.htm>

ARE YOU - OR SOMEONE YOU KNOW - A WORKAHOLIC?

Although we are a work-hard culture, when work becomes the sole reason for someone's existence above even family and friends, the situation has become critical. This article from *Quintessential Careers* offers strategies for reducing workaholism.

They include:

- Block out "personal time" to spend with family and (non-work) friends
- When on the road for business, call home regularly to stay connected
- Learn how to delegate work
- Take time off
- Consider an exercise routine
- Consider volunteering
- Convince yourself it is okay to sometimes just sit and relax and do nothing
- Find a hobby or two
- Fight the urge that everything you do must be perfect

- Accept that we all need a decent number of hours of sleep
- Consider professional help if not able to do any of suggestions mentioned above.

To learn more about how you can prevent and deal with the serious condition of workaholism, click on the link below to read the full article.

<http://www.quintcareers.com/workaholic.html>

THE ART AND SCIENCE OF WRITING COVER LETTERS

Cover letters are the widely viewed by employers as a way to gain a first impression of potential candidates. This article from *Monster.ca's Career Centre* profiles the definition of a cover letter, and what to include and not to include.

As well, the article outlines "10 cardinal rules of cover letter writing". They include:

- Tailor your letter as much as possible to the target reader and industry
- Talk more about what you can do for the prospective employer than what they can do for you
- Convey focused career goals
- Don't say anything negative about your employment situation or your life in general
- Cut to the chase - don't ramble
- Don't make empty claims that aren't backed up with examples
- Don't write more than one page unless the prospective employer has asked for a detailed or extended cover letter
- Check, recheck and triple check your letter for typos and other errors
- Get other people's opinions of your letter before you send it
- Keep easily accessible copies of all your letters you mail, fax or email them, along with a log of when letters were sent so that you can follow up on them.

To learn more about how you can create superior cover letters that can help secure you the job opportunity you want, click on the link below to read the full article.

<http://resume.monster.ca/coverletter/coverletters/>

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

- Barry Avrich to Endeavour Marketing and Communications as President & Founder
- Andrew Barrett to JWT Toronto as Vice President, Retail Accounts and New Business Development
- Dom Caruso to BBDO Canada as Executive Vice President and Chief Planning Officer
- Andrew Chang to Trampoline Creative as Advertising Creative Director
- Brent Choi to Ogilvy & Mather as Associate Creative Director
- John Crean to National Public Relations as Managing Partner
- Elizabeth Davis to Edelman Canada as Senior Vice President
- Chris Freimond to Hill & Knowlton as General Manager (BC)
- Michael Galita to Rapp Collins Worldwide as Senior Art Director
- Edward Gould to National Public Relations as National Senior Vice President
- Glen Hunt to Dentsu Canada as Senior Creative Director
- Jo-Ann Munro to Enterprise Advertising as Vice President and Executive Creative Director (Montreal, PQ)
- Helen Pak to Ogilvy & Mather as Associate Creative Director
- Bill Parker to Dentsu Canada as Creative Director
- Jane Pritchard to Anderson DDB Health and Lifestyle as Executive Creative Director
- Alex Sakiz to Cossette Communications as Executive Vice President (Montreal)
- Suzanne Sauvage to Cossette Communications Group as President, Canada
- Patrick Scissons to BBDO as Vice President, Associate Creative Director
- Kevin Shortt to Tribal DDB as Associate Creative Director (Vancouver, BC)
- Italo Siciliano to Rapp Collins Worldwide as Senior Art Director
- Ron Smrczek to Zig Inc. as Senior Art Director
- Les Soos to Dentsu Canada as Creative Director
- Chris Taciuk to FCB Canada as Associate Creative Director
- Dominique Vibien to Enterprise Advertising as Vice President, Group Director (Montreal, PQ)
- Christina Yu to Lowe Roche as Vice President, Creative Director

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

- Stephen Kouri to Unilever Canada as Vice President, Marketing for Home and Personal Care
- Ravi Nookala to Sony of Canada as Senior Vice President for AV/IT Marketing
- David Smith to McCormick Canada as Vice President and General Manager
- Susan Yorke to Swiss Herbal Remedies as Director of Marketing

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Brad Badeau to Burgundy Asset Management as Senior Vice President and Chief Financial Officer
- Edward Brown to Petrofund Energy Trust as Vice President, Finance and Chief Financial Officer
- Anthony Cardone to Standard Life as Senior Vice President, Group Savings and Retirement
- Daniel Friedberg to Power Corporation of Canada as Vice President
- Jean Guay to Standard Life as Senior Vice President, Group Insurance
- Simon Hitzig to Dynamic Mutual Funds as Executive Vice President, Marketing
- Kevin Hynes to Dynamic Mutual Funds as Executive Vice President and Chief Operating Officer
- Mark Louw to Mastercard Canada as VP Merchant Relations
- Colin MacKellar to LaSaller Investment Management as Senior Vice President, Portfolio Management
- Robert Mansbridge to Sun Life Financial as Executive Vice President and Chief Information Officer
- Christian Martineau to Standard Life as Senior Vice President, Finance and Information Technology
- Fred Mifflin to BMO Nesbitt Burns as Vice Chair, Investment Banking Group
- Thomas Mukamal to Stinson Properties as Partner
- Jeff O'Neill to Prizm Canadian Income Fund as President and Chief Operating Officer
- Glen Pearce to Burgundy Asset Management as Investment Counselor
- Carsten Scheffel to Allianz Global Risks Canada as Chief Agent
- Tammy Scott to MasterCard International as Vice President, Canada Brand Building, Global Branding Team
- William Stugis to Commonwealth Insurance Company as Assistant Vice President, Casualty Division
- Annamaria Testani to Dynamic Mutual Funds as Executive Vice President, Business/Product Development
- Penny Westman to Standard Life as Senior Vice President, Legal and Compliance
- Randy Weyersberg to Meridian Credit Union as Chief Marketing and Communications Officer
- David Whyte to Dynamic Mutual Funds as Executive Vice President, National Sales
- Wayne Wiggins to HSBC Investments Canada as Vice President, Private Investment Management

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Elan Gillespie to Loopmedia as Director of Communications

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Sarah Currie to Somerset as Creative Director
- Elizabeth Duffy-MacLean to Alliance Atlantis Corporation as Vice President, Public and Regulatory Affairs
- Chris Fuoco to Alliance Atlantis Corporation as Vice President, Affiliate Marketing
- Gerald Noble to Torstar Corporation as President and CEO, Transit Television Network LLC (TTN)
- Nicolas Sleeth to News Canada as Executive Vice President, Sales and Marketing
- Andrew Wright to Harlequin Enterprises as Senior Vice President, Finance and Chief Financial Officer

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Francis Bellido to Supratek Pharma as President and Chief Operating Officer (Montreal, PQ)
- Louis Bernier to Hospira Healthcare Corporation as Director of Information Technology
- Frank Bobe to BioAxone Therapeutic as President and Chief Executive Officer (Montreal, PQ)
- Paul Catenaro to Hospira Healthcare Corporation as Marketing Director
- Tina Dematos to Hospira Healthcare Corporation as Finance Director
- Chantal Desrochers to Theratechnologies as Vice President, Business Development and Commercialization (St-Laurent, PQ)
- Karimah Es Sabar to BC Biotech as Executive Director
- Theresa Firestone to Pfizer Canada as Vice President, Sales
- Dr. Francine Gervais to PainCeptor Pharma as Senior Vice President and Vice President of Pharmaceutical Development (Montreal)
- Sophie-Anne Girardin to Hospira Healthcare Corporation as Director of Human Resources
- Randall Hull to Hospira Healthcare Corporation as Director of Quality
- Dr. Gary Ingenito to Angiotech Pharmaceuticals as Senior Vice President, Clinical Development and

Regulatory Affairs (Vancouver, BC)

- Joseph Kessler to Hospira Healthcare Corporation as Director of Customer Relations
- Guy Lallemand to Pfizer Canada as Vice President, Government and Public Affairs
- Guy Lavalée to Hospira Healthcare Corporation as Director of Contract Development
- Chris Lemme to EURO RSCG Life as President, Canadian Operations
- Brian Lewis to Genzyme Canada as General Manager
- Gregory McKee to Stressgen Biotechnologies as President and Chief Executive Officer (Victoria, BC)
- Frank Monteleone to Pfizer Canada as Vice President, Legal Affairs
- Dr. Kevin Mullane to Inflazyme as Chief Executive Officer (Vancouver, BC)
- Jocelyn Perrault to Hospira Healthcare Corporation as Sales Director
- David Ricks to Elli Lilly as President and General Manager
- David Simmons to Pfizer Canada as Vice President, Marketing
- Naseem Somani to Gamma-Dynacare Medical Laboratories as Chief Executive Officer
- Gerry Stefanatos to Hospira Healthcare Corporation as General Manager
- Rob Tessarolo to Biovail as Vice President Sales
- Dr. David Wingnean to Isotechnicka as Vice President, Medical Affairs and Corporate Communications (Edmonton, AB)

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Robert Attala to Transat Tours Canada as Senior Vice President, Sales and Marketing
- Ann Calder to Bowring as Director of Merchandising
- David Giguère to Loto-Quebec as Vice President Marketing
- Tina Vedovat to Nimlok Canada as President

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Paul McErlean to Symcor Inc. as Senior Vice President, Sales
- Yves Portelance to McKesson Canada as Vice President and General Manager, Hospital and Automation Solutions
- Bob Quinn to Comstock Canada as President & Chief Operating Officer

Stock activity

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Robert Bruce to Rogers Rogers Wireless as President
- Nadir Mohamed to Rogers Communications as President and Chief Operating Officer
- David Masotti to Sprint Canada as Executive Vice President and Chief Marketing Officer
- John Watson to TELUS as Executive Vice President and President of TELUS Consumer Solutions

Stock activity

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