

# 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

Mar. 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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### 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](http://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.

### 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.

### 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](mailto:ionescu@mandrake.ca) or call us at 416.922.5400 x.243.

### 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](http://www.marketinghalloflegends.ca).

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](http://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,

Stéfan Danis  
CEO and Chief Talent Officer  
Mandrake  
[danis@mandrake.ca](mailto:danis@mandrake.ca)

Normand Lebeau  
Directeur Général/ Associé  
Mandrake Groupe Conseil (Montréal)  
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## HOW "CAREER IMPRINTING" SHAPES LEADERS

It's no surprise that where you work in your career will influence you in the future. However, this article from *HBS Working Knowledge* talks about an HBS Professor who has taken the concept a step further. Called "career imprinting", it's "the process by which individuals pick up or cultivate a certain set of capabilities, connections, confidence, and cognition due to their work experiences at a particular employer".

The article outlines how individuals can use their "career imprinting" experiences to shape the type of leader they become as they advance in their career, how they can identify conditions that make career imprinting more likely, as well as other background information on the topic.

To learn more about how you can get the most positive "career imprinting" experiences from your employers, click on the link below to read the full article.

[http://hbswk.hbs.edu/item.jhtml?id=4610&t=career\\_effectiveness](http://hbswk.hbs.edu/item.jhtml?id=4610&t=career_effectiveness)

## 9 SECRETS TO GETTING THE JOB YOU REALLY WANT

With increasing competition for good career opportunities, how can you beat the odds and get that job you really want? This article from *Quintessential Careers* offers 9 "secrets" to consider.

They include:

- Discover what you really want out of your work and life
- Develop and define the job you really want
- Find out what companies have positions that meet your ideal position requirements
- Evaluate the companies that have your desired jobs
- Research the companies you selected
- Contact the decision-makers and tell them you want to work for them in the specific jobs you chose
- Ask them if there are any special skills or qualifications you will need to be accepted to the position
- If necessary, be willing to take an interim job
- Get support from somebody during the process.

To learn more about how these secrets can help you unlock the job you've always dreamed about, click on the link below to read the full article.

[http://www.quintcareers.com/job-hunting\\_secrets.html](http://www.quintcareers.com/job-hunting_secrets.html)

## NONVERBAL COMMUNICATIONS: ESCAPE THE PITFALLS

In the job search process and beyond, you are as much judged by what you say, as you are by things such as your appearance, posture, smile, or nervous look - all elements that are part of nonverbal communication.

This article from *Monster.ca* offers the common nonverbal communication pitfalls to be aware of and how to successfully navigate them. They include:

- The handshake
- Your posture
- Eye contact
- Your hands
- Fidgeting.

To learn more about how you can make your non-verbal communication stand out in the most positive way possible, click on the link below to read the full article.

<http://interview.monster.ca/review/actions/>

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

- Ann Aberin to Young & Rubicam as Copywriter
- Martha Barss promoted to Senior Vice President, Client Services at Carlson Marketing Group
- Irena Boeva promoted to Senior Vice President, Information Technology at Carlson Marketing Group
- Joseph Bonnicci to Taxi Advertising as Copywriter
- Andrew Bradley to Zig Inc. as Copywriter
- Kate Bradley to Environics Communications as Consultant
- Ron Caughlin to Launch! Brand Marketing as General Manager
- Sam Cerullo to Taxi Advertising as Art Director
- Jacques Chalifour to Zoum Armada as Chairman (Montreal, PQ)
- Matthew Choi to Young & Rubicam as Art Director
- Élizabéth Deschênes to Zoum Armada as President & CEO (Montreal, PQ)
- Gwen Deverell promoted to Vice President, New Business Development at Channel 500
- Jordan Doucette to Taxi Advertising as Copywriter
- Nicole Ellerton to Young & Rubicam as Senior Art Director
- Stephen Fraser promoted to Senior Vice President, Client Strategy & Insight at Carlson Marketing Group
- Diane Gagne to McMillan as Associate Creative Director (Vancouver, B.C.)
- Sandi Gidluck to Young & Rubicam as Senior Art Director
- Michael Gramlow to henderson bas as Creative Director
- Alexis Gropper to Taxi Advertising as Copywriter
- Matthew Gyulay to Wunderman Canada as Creative Director
- Irfan Khan to Taxi Advertising as Copywriter
- Jim Kirby to Publicis Sports Integrated as General Manager
- Jason Lacey to ACLC Advertising as Copywriter
- Brian Langerfield to Wunderman Canada as Creative Director
- Orlena Lee to Environics Communications as Senior Consultant
- David Leonard to DDB Canada as President
- Andy Linardatos to Downtown Partners as Creative Director
- Geoffrey Morrison to Hill & Knowlton Canada as Director, Western Energy Practice (Victoria, B.C.)
- Charlie Rutman to MPG North America as Chief Executive Officer
- Meghan Savigny to Wasserman & Partners Advertising as Art Director
- Steve Zaozimy to Wasserman & Partners Advertising as Copywriter
- Miriam Zitner to Cohn & Wolfe as Senior Counselor

### Stock activity

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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

- Rosanne Angotti promoted to Chief Counsel at Kraft Canada Inc.
- Jim Eagles to Moosehead Breweries as Vice President, Sales & Marketing (N.B.)
- Casey Futterer to Kellogg Canada as Vice President, Marketing
- Lloyd Johnson to Kraft Canada Inc. as Vice President, Sales
- Mathew Johnson promoted to Marketing Director at Moosehead Breweries (N.B.)
- George Knobloch to Wrigley Canada as General Manager
- Steve Poirier promoted to Executive Vice President at Moosehead Breweries (N.B.)
- Bruce Robinson promoted to Vice President, International and Contract Sales at Moosehead Breweries (N.B.)

### Stock activity

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Ross Betteridge promoted to Executive Vice President and Chief Operating Officer, Trader, Elite and Corporate Partnerships at Aviva Canada Inc.
- Jean-François (J-F) Courville promoted to Chief Executive Officer at State Street Canada (Montreal, PQ)
- Tom Flynn promoted to Executive Vice President, Finance & Treasurer at BMO Financial Group
- Paul Hurwitz to Raymond James Ltd. as Senior Vice President and Investment Advisor
- Jean-Pierre (JP) Janson to Richardson Partners Financial Limited as Director, Easter Region
- Stephen MacCulloch promoted to Vice Chairman and Regional Head, Quebec at Scotiabank (Quebec)
- Peter McCann promoted to Director at Morris & Mackenzie Inc.
- Patrick Palerme to GE Commercial Finance Equipment Financing as President & Chief Executive Officer
- Gillian Platt to Aviva Canada Inc. as Executive Vice President, Human Resources and Communications
- Kevin Ray promoted to Vice-Chairman, Deputy Head of US Corporate at Scotiabank
- Charlene Rocke to TelPay Inc. as Vice President, E-Billing
- Gregory Rudka promoted to Vice Chairman and Industry Head, Consumer Products at Scotiabank
- Robin Spencer to Aviva Canada Inc. as Executive Vice President, Chief Financial Officer
- Stéphane Therrien to GE Commercial Finance Equipment Financing as Senior Vice President, Chief Commercial Officer
- Barry Wainstein promoted to Vice Chairman, Head of Foreign Exchange & Precious Metals at Scotiabank
- Kevin Whelly to Raymond James Ltd. as Senior Vice President, Growth & Development

### Stock activity

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Heather Akins joins McMillan as Senior Designer
- Martin Byrne to SympaticoMSN as Associate Director of Program Management and Optimization
- Diane Gagne joins McMillan as Associate Creative Director
- George Jewell promoted to Director of Consumer Acquisition for Bell/Dexit at SympaticoMSN
- Graham Moysey promoted to Director of Sales for Ontario & Western Canada at SympaticoMSN
- Michael Vietri promoted to Associate Director of Advertising Operations at SympaticoMSN

### Stock activity

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Wayne Bews promoted to General Manager and General Sales Manager of CHCGM The Team 990 in Montreal at CHUM Limited
- Rick O'Connor to Black Press Group as Chief Operating Officer (B.C.)
- Kevin Whyte to Maclean's as Publisher and Editor-in-Chief

### Stock activity

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## PHARMACEUTICAL

*Courtesy of Mandrake*

### Appointments

- Marc Canton to ViRexx as President & Chief Operating Officer (Edmonton)
- Dick Guest to Genpharm as President
- Marlene Oilgisser to Cosmetica Laboratories Inc. as President
- Timothy Ruane to Inex Pharmaceuticals Corp. as Senior Vice President, Corporate Development (Burnaby, B.C.)

### Stock activity

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## RETAIL

*Courtesy of Mandrake*

## Appointments

- Doug Hill promoted to Vice President of Operations, Fleet Management Solutions at Ryder Canada
- Paul Hollands promoted to Chief Executive Officer at A&W Food Services of Canada Inc.
- Glenn Hynes to Sobeys Inc. as Executive Vice President, Chief Development Officer
- John Miller promoted to Vice President, Natural Gas Marketing, North American Natural Gas at Petro-Canada
- Michael Senaratna promoted to Vice President of Supply Chain Solutions at Ryder Canada
- Bruce Terry to Sobeys Inc. as Executive Vice President, Chief Financial Officer

## Stock activity

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Louis Brown to Honeywell as Site General Manager for Honeywell Airframe Systems - Mississauga
- Ron Fisher to Raytheon Canada Limited as President and Board of Directors
- Dan Fortin promoted to President at IBM Canada Ltd.
- Jerry Garcia promoted to Managing Partner, Health & Life Sciences Team at Accenture Canada
- Ross Geiger to Novell Canada Ltd. as Director of Major Markets
- René Giguère to SAP Canada Inc. as Vice President, Eastern Canada
- Jeff Hayward to Computer Associates Canada as Vice President, Marketing
- David Miller to Engenuity Technologies as Senior Vice President of Marketing and Corporate Development
- Dino Trevisani promoted to Vice President, Financial Services Sector at IBM Canada Ltd.

### Stock activity

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- Ron Close to Bell Canada, Consumer Group as Head of Voice over Internet Protocol Unit (VoIP)
- Kevin Crull to Bell Canada, Consumer Group as President, Consumer Solutions
- Alek Krstajic promoted to President at Bell Mobility
- Robert Odendaal promoted to Chief Executive Officer at Bell Mobility and Video Services
- Gary Smith promoted to President at Bell ExpressVu
- Robert Quance promoted to General Manager at MCI Canada

### Stock activity

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