

InterViews Online

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Mandrake

Nov. 2005

A Point of View Industry Review

Communications
Consumer Goods
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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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Paul Alofs Shares His Stories in December's C-Leader Access

The C-Leader Access speaker series invites you to get up close and personal with one of the greats in Canadian marketing. To find out more [click here](#).

Paul Alofs
President & CEO for Princess Margaret Hospital Foundation, and Board Chair of Covenant House
Date: Friday, December 9th, 2005
Time: 12:00 - 2:00pm

Paul is the President and CEO of The Princess Margaret Hospital Foundation in Toronto. The Foundation raises about \$60 million a year for cancer research, patient care and education and is Canada's largest hospital foundation. He is also Board Chair of Covenant House, Canada's largest shelter for homeless youth, and serves on the Board of Equitable Trust (TSE:ETC).

For more information or 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 25 people.

Marketing Hall of Legends Announces its 2006 Inductees

Inductees represent the crème de la crème in the Canadian marketing arena.

TORONTO - November 3, 2005 - The Marketing Hall of Legends (MHOL) proudly announces today the names of the eight inductees who have made an outstanding contribution to furthering Canadian business in the area of marketing.

"This year's inductee roster includes a very impressive group of individuals who showcase how talented Canadian marketing professionals truly are," says Jim Warrington, MHOL Co-Chair and President of Fantail Communications.

"Our dedicated voters and judges had a very difficult task as we received hundreds of very impressive nominations," added Stéfan Danis, MHOL Co-Chair and CEO/Chief Talent Officer of Mandrake.

The following inductees will be honoured during the MHOL's annual gala on January 26, 2006 at The Granite Club in Toronto:

Continued

Launched by the Toronto Chapter of the American Marketing Association and Mandrake, the MHOL was created to honour and celebrate the achievements of Canada's marketing professionals. For more information on the MHOL visit www.marketinghalloflegends.ca.

Tickets Now on Sale for the Marketing Hall of Legends

The 2005 Inductees to the Marketing Hall of Legends will be celebrated on January 26th, 2006 at The Granite Club in Toronto. Tickets can be purchased through Mandrake, by calling Daniela Ionescu at 416.922.5600 x243.

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.

Selection is 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. For the official MHOL website, go to www.marketinghalloflegends.ca.

For more information or to purchase tickets for the MHOL Gala, [click here](#).

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™, a career management firm, we have a high-value service offering to:

- help you create your career plan
- 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,

Stéfan Danis
CEO and Chief Talent Officer
Mandrake
danis@mandrake.ca

Normand Lebeau
Directeur Général/ Associé
Mandrake Groupe Conseil (Montréal)
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SITUATIONAL INTERVIEWS AND STRESS INTERVIEWS: WHAT TO MAKE OF THEM AND HOW TO SUCCEED IN THEM

When preparing for an interview, it's essential to be ready for all different forms of interview questions and styles. Two of the top trends include "situational interviewing" and "stress interviewing". This article from *Quintessential Careers* outlines how to succeed in answering questions from both of these styles.

Situational interviews ask candidates to respond to hypothetical situations they may face on the job. The most important element for success here is to have properly reviewed all your past work experiences to be able to incorporate them into your answers.

The objective of stress interviewing is to see how well candidates can handle pressure. It's essential here to remember to stick to your agenda and continue to calmly showcase your skills and accomplishments.

To read more about how you can be prepared for these and other various forms of interviewing styles, click on the link below to read the full article.

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

NINE STRESS MANAGEMENT TIPS TO START TODAY

In today's fast-paced, technologically advanced workplace there's no shortage of stress. And although we cannot eliminate the stressors of modern work life, we can learn to manage them. This article from *Monster.ca's Career Centre* offers suggestions that can help you gain this control over stress.

Tips include:

- In with the good air, out with the bad
- Know the enemy
- Move it or lose it
- Beware of the to do list
- Develop a tough skin
- Share the load
- Don't make work a four letter word
- Know your rights.

To learn more about how you can keep stress from becoming an overwhelming force in your life, click on the link below to read the full article.

http://content.monster.ca/6641_en-CA_pf.asp

SIX STEPS TO BECOMING A PERSUASIVE SPEAKER

Many resources on public speaking recommend presentations should be geared towards informing, entertaining, motivating/ inspiring, or persuading the audience. In this article from *Business Know-How* the author argues that all presentations, especially in the business world, should be aimed at persuading. He offers six steps to making an outstanding persuasive presentation.

They include:

- Develop a concrete objective
- Gain audience intelligence
- Demonstrate passion about your subject
- Structure backwards
- Conduct a "murder board"
- Conduct a post-presentation analysis.

To learn more about how these methods can help you increase the persuasiveness of your presentations, click on the link below to read the full article.

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

We welcome your feedback on these articles. Please e-mail us at 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

- Albert Agro to NATIONAL Public Relations as Partner and Co-Director
- Kelly Ambrose to Advantex Marketing International as President and Chief Operating Officer
- Nelson Angel to Image Design as Vice President, Director of Brand Planning (Halifax)
- Michael Beckerman to Pareto Corporation as Executive Vice President
- Debbie Blevins to Publicis as Managing Director - Rogers
- Ken Boessenkool to Hill & Knowlton Alberta as General Manager (Calgary)
- Doug Bramah to Saatchi & Saatchi as Vice President, Group Creative Director
- Celeste Brown to Hill & Knowlton as Vice President, Group Leader of Health and Pharmaceutical Practice (Toronto)
- Brent Choi to Saatchi & Saatchi as Co-Creative Director
- Matthew Choy to TBWA\Vancouver as Art Director
- Darren Clarke to Cossette Communications Marketing as Co-Creative Director
- Elizabeth (Betty) Davis to Edelman Canada as Senior Vice President, Healthcare Practice
- Gino Del Re to FCB Canada as Director IT
- David Feldt to Organic as Vice President, General Manager
- Mark Fitzgerald to FCB as Group Creative Director
- Ricardo Gomez-Insausti to BBM Canada as Vice President of Research
- Chantale Grenon to Provokat as Artistic Director (Montreal)
- Teresa Guarascio to The Media Company as Vice President (Vancouver)
- Chuck Johnston to NATIONAL Public Relations as Partner and Co-Director
- Raymond Ludwin to GWP Brand Engineering as Director of Strategic Planning
- Brett Marchand to Cossette Communications Marketing as Senior Vice President and Managing Director
- John McDougall to Bensimon Byrne as Associate Creative Director
- Joe Musicco to Bensimon Byrne as Associate Creative Director
- Matt Pettifer to TBWA\Vancouver as Designer/Art Director
- Craig Redmond to Grey Vancouver as Creative Director
- Samantha Richardson to Barlow Media as Associate Media Director (Vancouver)
- Darren Roberts to Optimum Public Relations as Vice President Client Services and Strategic Planning (Vancouver)
- Julie Selby to TBWA\Vancouver as Director Client Services
- Daniel Vendramin to Cossette Communications Marketing as Co-Creative Director
- Leslee Vivian to McDonnell Haynes as Associate Creative Director
- Darren Warner to Wasserman & Partners Advertising as Creative Director
- John Williamson to TBWA\Vancouver as Senior Art Director

Stock activity

Courtesy of Mandrake

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Visit us on the web at <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

- Geoff Craig to Unilever as Vice President, General Manager
- Joanne Hillion to Schick as Director of Sales
- Craig McBride to Cadbury Beverages as Director of Sales
- Denis Racette to L'Oreal as Director of Marketing

Stock activity

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Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- John Alfieri to Key Equipment Finance as Vice President of Corporate Accounts
- Michael Chorlton to Parkland Income Fund as President and Chief Executive Officer
- Gordon Conlin to Fidelity Information Services as Managing Director
- David Dundas to Return on Innovation (ROI) Fund Inc. as Chief Financial Officer
- Chris Fawcus to Aon Reed Stenhouse Inc. as President and Chief Operating Officer
- Andrew Forsyth to PIMCO Canada as Vice President and Head of Business Development
- Randy McGlynn to OTIP RAE0 (Ontario Teachers Insurance Plan) as Chief Executive Officer
- Anne Marie O'Donovan to Scotiabank as Senior Vice President and Chief Auditor
- Joanne Ranger to Westerkirk Capital Inc. as Managing Director – Finance
- Paul Robson to Northwater Capital Management Inc. as President
- Matthew Spensieri to Gen Re as Chief Agent for Canada
- David Timms to Key Equipment Finance as Vice President and Division Counsel
- William Tsotsos to PIMCO Canada as Vice President and Head of Client Service
- Luc Vanneste to Scotiabank as Executive Vice President and Chief Financial Officer
- Michael White to Co-operators Investment Counselling Limited as President

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Ian Giles to ThinData as Director of Client Strategy
- Idris Mootee to Blast Radius as Vice President, Strategic Consulting (Vancouver)
- Renee Racine to ThinData as Director of Content
- Minh Tran to ThinData as Director of Managed Services
- John Vavaroutsos to ThinData as Director of Account Management

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Heather Armstrong to Toronto Star/ Torstar as Vice President, Communications and Community Relations
- Nick Bogias to Astral Television Networks as Director of Affiliate Marketing
- Donna Clark to St. Joseph Media as President
- Tara Ellis to Showcase as Vice President, Content
- Michel Girard to Eloda as Director of Business Development (Montreal)
- Tim Kist to CanWest MediaWorks as Director of Marketing for Specialty (Winnipeg)
- Walter Levitt to CanWest MediaWorks as Senior Vice President, Marketing
- Mike Nesbitt to Sun TV as General Manager of Operations

- Brad Parry to CanWest MediaWorks as Director of Marketing for CH TV (Calgary)
- Andre Sakr to CN Tower as Director, Facilities & Engineering Department
- Christine Schipton top Global as Vice President, Original Programming
- Jamie Schouela to CanWest MediaWorks as Director, Advertising and Promotion Strategy for Global TV

Stock activity

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Media/Broadcasting/Publishing/Entertainment industries!

PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Jovan Antunovic to Axcan Pharma as Associate Product Director, Itopride North America
- Francois Bergeron to Draxis Health Inc. as Director of Marketing
- Dan Brazier to Draxis Health Inc. as Chief Operating Officer
- Sylvain Chiasson to Bristol-Myers Squibb as General Manager, Convatec Unit
- Judi Collis to Novartis Pharmaceuticals as Associate Director, Arthritis, bone, Gastro, Hormones (ABGH) Business Franchise
- Pierre D'Amour to Omega Laboratories as Vice President, Business Development and Marketing
- Louis Desgagné to Bristol-Myers Squibb as Director of Marketing, Oncology
- John Ferris to Swiss Herbal Remedies Limited as Vice President, National Sales
- Theresa Firestone to Pfizer as Vice President, Sales
- Lyne Fortin to Merck Frosst as Vice President, Marketing and Sales Group B
- Valerie Gladu to Bristol-Myers Squibb as Vice President, Business Management Services
- Ian Johnson to Novartis Pharmaceuticals as Director of Business Development and Licensing
- Dr. Kishna Kalicharran to Chipher Pharmaceuticals Inc. as Vice President, Business Development
- Guy Lallemand to Pfizer as Vice President, Government and Public Affairs
- Elizabeth Lindsay to Pfizer Canada as Associate Director, Medical Communications
- John McCahill to Veris Health Sciences Inc. as President, Veris Aesthetics
- Remi Menes to Merck Frosst as Director Marketing Planning, Singulair
- Dr. Jerry Nolfi to Veris Health Sciences as Senior Vice President, Business Development
- Gary Schmid to Abbott Nutrition International, Canada as General Manager
- Jean-Maurice St.Onge to Veris Health Sciences as Vice President of Veris Medical Research
- Diane Strotman to Pfizer as Associate Director, Marketing Compliance and Key Divisional Initiatives
- Josée Therien to Bristol-Myers Squibb as Director of Marketing, Plavix
- Crawford Wright to AstraZeneca as Chief Compliance Officer
- Ed Yee to Canadian Blood Services as Regional Director, BC
- Drew Young to Bristol-Myers Squibb as Director of Marketing, Rheumatology, Immunology & Virology

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Daisy Chin-Lor to Birks and Mayors as Senior Vice President, Chief Marketing Officer
- Greg MacDonald to Quiznos Canada as President
- Garry Wood to Grand & Toy Limited as President

Stock activity

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Retail industry!

TECHNOLOGY

Courtesy of Mandrake

Appointments

- Johanne R. Bélanger to AVW-TELAV as President, Canadian Division
- Carol Burch to SAP Canada as Leader, New Product Introduction Group
- Jean-Francois Cloutier to CAE as Director, Customer Support (Montreal)
- Gordon Currie to Gennum Corporation as Senior Vice President, Finance & Administration and Chief Financial Officer
- Harvinder Johal to Dapasoft Inc. as Director of Sales & Marketing
- JoAnne Kerr to Canadian Satellite Radio as Vice President, IT
- Dana Krause to Control Microsystems as President
- Gary MacAskill to Canadian Satellite Radio as Director, Direct Fulfillment
- Patrick Morley to Corel as Executive Vice-President of Sales and Marketing for the Americas region
- Brad Rome to Canadian Satellite Radio as Director, Direct Fulfillment
- Kris Sharma to Leipziger Kaminker Mitelman and Partners Inc. as President

Stock activity

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Technology industry!

TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Robert Bruce to Rogers Wireless Inc. as President
- René Guimond to COGECO Inc. as President and Chief Executive Officer
- Glen LeBlanc to Aliant as Senior Vice President and Chief Financial Officer
- Jim Pitt to Navigata as President and Chief Executive Officer

Stock activity

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Telecommunications industry!

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