

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

Oct. 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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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

For more information or to register, go to www.marketinghalloflegends.ca.

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@destiny.me or call 416-972-6843 x.826
Deb McDermott- mcdermott@destiny.me or call 416-972-6843 x.823
Visit our website at www.destiny.me.

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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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OF PROTÉGÉS AND PITFALLS

It's a known fact that having a mentor is the single most valuable part of a successful career. But just as legendary are the pitfalls of mentoring, including overwhelming expectations, and issues of trust and confidence.

This article from *Fast Company* offers pointers to help professionals negotiate mentoring effectively, both as the person who is being mentored and the person who is the mentor.

Tips for those who are being mentored include:

- Choose well
- Get formal mentors
- Mentors don't have to be the boss
- Find expertise mentors
- Find a third opinion
- Think life, not just career.

Tips for those who are mentors include:

- Choose wisely
- Be serious
- Observe boundaries
- Encourage outside voices
- Introduce your protégé to other mentors.

To read more about how mentoring can be a rewarding experience, either as the "mentorer" or "mentoree", click on the link below to read the full article.

http://www.fastcompany.com/magazine/97/open_playbook.html

TEN RESUME TIPS

Today's resume needs to do more than ensure you get an opportunity for an interview, it also needs to contribute to your ability to effectively make a case for hiring you.

This article from *Quintessential Careers* outlines how to create a carefully constructed resume tailored to each position you are applying for.

Tips include:

- Get the employer's attention

- Clearly state your skills
- Support your claims with facts
- Provide examples of quantifiable results
- Tell the employer what you can do for the organization
- Speak the employer's language
- Create a good flow
- Avoid redundancy
- Make your resume reader friendly
- Have someone proof your work.

To learn more about how your resume can help you not only obtain an interview, but also and prepare for the interview process, click on the link below to read the full article.

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

THINK TWICE BEFORE YOU JUMP TO A NEW JOB

As the seasons change and we enter into autumn, some people may feel it's a good time to change jobs. However, this article from *Career Know-How* offers words of wisdom about what to consider before making the decision to change jobs, as well as what to keep in mind when you do decide to undertake a job search.

The author points out that it's important to first think about if there's anything you can do to make your present situation more acceptable. It's also imperative to take the time to figure out what you really want to do in your next position. If you do believe you would be better off in a new situation, remember to invest the appropriate time and energy into the process.

To learn more about how you can decide if you need to make to a job change, click on the link below to read the full article.

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

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

- Otto Akkerman to Maritz Research as Senior Vice President
- Yves Blain to Taxi Canada as Vice President, Relationship Marketing (Montreal)
- Sharon Brown to M Marketing as VP Relationship Marketing
- Derrick Cho to RMG:Connect as Managing Toronto (Toronto)
- Andrea Craig to Hill & Knowlton Canada as Consultant
- Sarah Ivey to Initiative Canada as Executive Vice President and General Manager
- Denise Jasienczyk to RMG:Connect as Strategic Planning Director (Vancouver)
- Therese Keating to Spider Marketing Solutions as Production Director
- Michel Mergaerts to Publicis Montreal as Vice President, Creative Director (Montreal)
- Mike Rumble to MacLaren McCann Vancouver as Associate Media Director (Vancouver)
- Vanessa Rumbold to RMG:Connect as Managing Director (Vancouver)
- Adrian Schauer to Vortxt Interactive as Managing Partner
- Jean-Jacques Stréliski to Publicis Montreal as Vice President, Director of Creative and Strategic Planning (Montreal)
- Keith Stride to Publicis as Senior Writer

Stock activity

Courtesy of Mandrake

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CONSUMER GOODS

Courtesy of Mandrake

Appointments

- Tim Berman to Kraft Canada as Vice President, Customer Development Organization
- Craig Fields to Coca-Cola Bottling Company as Regional Vice President of Finance and Chief Financial Officer
- Ricardo Gaitan to Nike Canada as Director of Marketing
- Marvin Lewis to Electrolux Canada as Director of Sales
- Scott Ride to Electrolux Home Care Products Canada as General Manager

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Bart Amodeo to Key Equipment Finance as Vice President of Vendor Financing
- Edward (Ted) Anderson to Venture West Capital Ltd. as President
- James Anderson to Sun Life Financial as Executive Vice President and Chief Investment Officer
- Michael Biskey to ESI Canada as President
- Tom Burke to Canaccord Capital as Senior Investment Advisor
- Brian Curry to Desjardins Securities as Vice President and Regional Manager of Ontario
- Mark Hemingway to CIBC Mellon as Senior Vice President and General Counsel
- Thomas Howse to Leasebank Capital Corporation as Managing Director
- Marc Lefebvre to Canaccord Capital as Senior Investment Advisor
- Daryl MacLellan to CIT Group as President, CIT Canada
- Sarabjit (Sabi) Marwah to Scotiabank as Vice Chairman and Chief Administrative Officer
- Timothy Matthews to The Standard Life Assurance Company of Canada as Regional Sales Director, Group
- Stephen McDonald to Scotiabank as Co-Head, Scotia Capital
- Paul Myers to Esprit Energy Trust as Executive Vice President and Chief Operating Officer
- Rick Nathan to CVCA Canada's Venture Capital & Private Equity Association
- Brian Porter to Scotiabank as Chief Risk Officer
- David Schaffner to Leith Wheeler Investment Counsel Ltd. as President and CEO
- John Schumacher to Scotiabank as Co-Head, Scotia Capital
- Christopher Sinardo to BFL Canada as Vice President and National Practice Leader
- Warren Snyder to BFL Canada as Vice President and Market Leader, Public Sector Group
- Michael Stramaglia to Sun Life Financial as Executive Vice President and Chief Asset and Liability Management Officer Savings and Retirement, Western Canada
- Paul Vukanovich to Genworth Financial as Corporate Officer

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Kevin Crull to Bell Canada as President, Residential Services responsible for High Speed Internet and Video Services

Stock activity

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MEDIA

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Appointments

- Rob Bolton to Standard Interactive as National Content Director
- Ross Davies to Canadian Satellite Radio (CSR) as Vice President, Programming
- Nicole Halle to Reader's Digest as Vice President, Human Resources (Montreal)
- Jim Hamm to Rogers Media as General Manager, Atlantic Radio
- Jacques Mallette to Quebecor World as Chief Financial Officer

Stock activity

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PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- Robert Butchofsky to QLT Inc. as acting Chief Executive Officer (Vancouver)
- Yves Cornellier to Aletia BioTherapeutics as Vice President, Clinical Development
- Dr. Timothy Holzer to DiagnoCure Inc. as Head of Research and Development Program
- Jacques Jolivet to Aegera Therapeutics as Vice President, Clinical Development
- Daniel Legault to Antibe Therapeutics Inc. as President & CEO
- Stephen Lem to Cobalt Pharmaceuticals Inc. as IT Director
- Brian Lewis to Genzyme Canada Inc. as General Manager
- Frank Michalargias to Helix BioPharma Corp. as Chief Financial Officer
- Cameron Nelson to QLT Inc. as Vice President, Finance and Chief Financial Officer (Vancouver)
- Jason Pincock to Dynacare Kasper Medical Laboratories as Chief Financial Officer
- Charlotte Robb to Dynacare Kasper Medical Laboratories as President and Chief Executive Officer

Stock activity

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RETAIL

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Appointments

- Terry Falconbridge to Provigo Inc. as Senior Director (Montreal)
- Dennis Folz to Sobeys Inc. as Chief Human Resources Officer
- Jean-Pierre Hogue to Provigo Inc. as Merchandising Director, Groceries (Montreal)
- Barbara Lawlor to Baker Real Estate Corporation as President
- Janice Locke to Storeimage Programs Inc. as President and Chief Executive Officer
- Andrew Resnick to RadioShack Canada as Managing Director
- Stephen Willwerth to Golf Town as Vice President

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Ron Caines to Psion Teklogix as Vice President, Marketing
- David Elliott to icefloe Technologies Inc. as Executive Vice President and Chief Financial Officer
- Vito Mabrucco to IDC Ltd. as Managing Director
- Petar Nikolic to IBM Canada Ltd. as Partner, Financial Services Sector

Stock activity

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- David Dobbin to Toronto Hydro Telecom as President
- Michael Hortie to Motorola Canada Limited as President
- Alek Krstajic to Bell Mobility as Chief Executive Officer
- Robert Odendaal to Bell Canada as President of Bell Mobility and Bell Distribution

Stock activity

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