

# 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.



Sept. 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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### Dr. Alan Middleton to speak for September C-Leader Access

Dr. Alan Middleton

Executive Director, Executive Education Centre and Assistant Professor,  
Schulich School of Business, York University

Date: Thursday, September 29, 2005

Time: 7:00-9:00pm

*"I believe that being customer- and consumer-centered in business is the foundation for achieving business success in providing goods and services that are of benefit to those customers and consumers. I found this profoundly democratic and humbling. Arrogance and missteps in business come from either ignoring this or in believing that the business person is in some way superior to the customer."*

In January of 2005, Dr. Alan Middleton was inducted into the Canadian Marketing Hall of Legends in the Mentor category. Alan has worked successfully with an enormous range of marketing and advertising professionals in a career which has seen his insightful and practical analysis adopted by professional marketers and students of the profession.

Alan began his career at J. Walter Thompson advertising agency in London. He subsequently moved to Toronto and ultimately assumed the role of President at JWT subsidiary Enterprise Advertising and JWT Japan before being appointed Executive Vice President and a Board Director of the worldwide company. After leaving JWT, Alan earned his Ph.D. in Business Administration specializing in marketing at York University's Schulich School of Business. He served initially as assistant professor of Marketing and Associate Director International Executive Development at Schulich, he later assumed the role of Executive Director, Division of Executive Development. Currently, Alan serves as a marketing consultant for a range of clients including Bell Canada, Manulife Financial, Molson International, Pfizer Warner-Lambert and Quaker Canada.

Alan is a co-founder of the Canadian Advertising Success Stories ('Cassies'). He has also published several written works including "Advertising Works" co-authored with John Dalla Costa and the report on "Improving Marketing Communications Organizational Effectiveness" for the Association of Canadian Advertisers.

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 first come, first serve.

### 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](mailto:quennell@destiny.me) or call 416-972-6843 x.826

Deb McDermott- [mcdermott@destiny.me](mailto:mcdermott@destiny.me) 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,

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

Normand Lebeau  
Directeur Général/ Associé  
Mandrake Groupe Conseil (Montréal)  
[nlebeau@mandrake.ca](mailto:nlebeau@mandrake.ca)

## MANAGING JOB STRESS: 10 STRATEGIES FOR COPING AND THRIVING AT WORK

Everyone must face some level of job-related stress, but learning how to deal with it is critical to maximizing job performance, staying safe on the job, and maintaining physical and mental health.

This article from *Quintessential Careers* outlines the major symptoms and warning signs of job stress, the causes, and strategies for managing job stress.

Tips include:

- Put it in perspective
- Modify your job situation
- Get time away
- Fight through the clutter
- Talk it out
- Cultivate allies at work
- Find humour in the situation
- Have realistic expectations
- Nobody is perfect
- Maintain a positive attitude.

To read more about how you can take control of work stress in your career, click on the link below to read the

full article.

[http://www.quintcareers.com/managing\\_job\\_stress.html](http://www.quintcareers.com/managing_job_stress.html)

## CREATE YOUR OWN CAREER OPPORTUNITIES

Career opportunities don't just happen. They are the result of hard work on the part of individuals who are constantly pursuing them and taking more chances than average. This article from *Monster's Career Centre*, offers important behaviours that are key in creating your own career opportunities.

These behaviours include:

- The right mindset
- A spirit of adventure
- Self-knowledge
- An idea and imagination
- Knowledge and skills
- Analytical thinking
- Initiative and drive
- Courage
- Resilience
- Flexibility.

To learn more about how you can always be working towards creating new career opportunities for yourself, click on the link below to read the full article.

<http://change.monster.ca/articles/create/>

## DECISIONS BUILD CAREERS

For anyone hoping to build a career that leads to management and more senior level positions, decision-making skills are key. However, as important it is, many people shy away from decision-making.

This article from *Career Know-How* outlines some of the reasons why people dislike making decisions, and offers suggestions to learn how to make better decisions.

Tips include:

- Each decision carries certain consequences
- Focus on trying to win with your decision
- Do not be defensive about decisions that turn out to be wrong
- Do not get hung up on waiting for all the facts
- Trust your intuition
- Break major decisions into smaller, manageable parts
- Resist being pressured to make a decision before you are ready
- Do not base your decisions on popularity or friendship.

To learn how you can master the art of decision making to help grow your career, click on the link below to read the full article.

<http://www.careerknowhow.com/advancement/decide.htm>

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

- Patrick Andrews to Highwood as Creative Director
- Joel Arbez to DDB Canada as Art Director
- Linda Carte to Downtown Partners as Senior Art Director
- Chris Davies to Sharpe Blackmore EURO RSCG as Associate Creative Director

- Patrick Doyle to Trigger as Chief Creative Officer (Calgary)
- Michael Feraday to OptiCom Marketing Group Ltd. as Partner, Vice President Marketing
- Tim Ferguson to Audience Communications as President
- Peter Gardiner to Venture Communications as Creative Director (Toronto)
- Colum Henry to MacLaren McCann Canada as General Manager, Edge Productions
- Hylton Mann to Downtown Partners as Senior Art Director
- Michael Mayes to DDB Canada as Senior Writer (Vancouver)
- Ken McConnachie to DDB Canada as Associate Creative Director
- Martha McKimm to Manning Selvage & Lee Canada as Vice President, Consumer and Consumer Wellness Group (Toronto)
- Pierre Nolin to BBDO Montreal as President
- Brenda Paul-Ishikawa to Courtney Rainey Group as Vice President, Healthcare Practice
- Brandi Pratt to Taylor Made Media as Associate Media Director (Vancouver)
- Fiona Robinson to Courtney Rainey Group as Senior Consultant
- Julie Selby to TBWA\Vancouver as Director of Client Services
- Jeff Smith to Hill & Knowlton Canada as General Manager (Toronto)
- Jennifer Spencer to Hill & Knowlton Canada as Senior Counselor, Health and Pharmaceutical Practices (Ottawa)
- Aurore Sun to Porter Novelli Canada as Consultant (Montreal)
- Leslee Vivian to McDonnell Haynes as Associate Creative Director
- David Ward to Maverick Public Relations as Vice President
- Brent Wheeler to TBWA\Vancouver as Co-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

- Todd Field to A. Lassonde Inc. as National Vice President, Retail Sales
- Peter Mattson to A. Lassonde Inc. as Executive Vice President, Retail Sales and Marketing
- Pierre Noel to Uniliver Canada as Director of Operations (Montreal)

### Stock activity

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Steve Blake to The Canadian Depository for Securities Limited as Chief Financial Officer
- Jonathan Bloomberg to Burgundy Asset Management as Vice President
- Valerie Da Silva to Capital One as Art/Creative Director
- Mark Gallien to Burgundy Asset Management Ltd. as Vice President
- John Ilkiw to CPP Investment Board as Vice President, Research and Risk Management
- Frédéric Mayrand to BNP Paribas (Canada) as Director, Head of Foreign Exchange Sales
- Yves Pichette to BNP Paribas (Canada) as Director, Head of Interest Rate Derivatives Sales

## Stock activity

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## **INTERNET SERVICES**

*Courtesy of Mandrake*

### Appointments

- Max Tremblay to Workopolis as Vice President, Marketing
- Stephen Tyers to ThinData as Director of Delivery and Internet Service Provider Relations

### Stock activity

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## **MEDIA**

*Courtesy of Mandrake*

### Appointments

- Joan Brehl to Time Canada Publishing Group as Publishing Director
- Donna Clark to St. Joseph Media as President
- Susan Clark to The Economist as Global Marketing Director
- Murdoch Davis to Canada's National History Society as Editor at The Beaver: Canada's History Magazine
- Christine Dewairy to Maclean's magazine as Art Director
- Cathy Fernandes to The Marketing Group, a division of Rogers Publishing Ltd., as Associate Publisher, Director of Sales
- Doug Lamb to CanWest MediaWorks as Executive Vice President, Chief Financial Officer
- Kenneth Maclean to St. Joseph Media as Vice President, Interactive Media Services
- Sharon McAuley to St. Joseph Media as Vice President, Group Publisher for Toronto Life and Saturday Night Magazines
- Geoff Poulton to Rogers Media Television as Vice President and General Manager of Rogers OMNI TV Manitoba
- Peter Smith to The Score Television Network as Vice President, Marketing

### Stock activity

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## **PHARMACEUTICAL**

*Courtesy of Mandrake*

### Appointments

- Ron Clark to ALTANA Pharma as Vice President of Sales
- William Coyne to Trudell Medical Limited as Director
- Mark Levonyak to AnorMed as Vice President, Marketing (Vancouver)
- Dr. Ron Zernicke to Alberta Bone & Joint Health Institute as Executive Director

## Stock activity

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## **RETAIL**

*Courtesy of Mandrake*

### Appointments

- Mary An Blom to Sony BMG as Director - Strategic Planning and Analysis
- Daisy Chin-Lor to Birks as Senior Vice President, Chief Marketing Officer
- Philippe Guay to Laura Secord as Vice President, Sales
- Pierre Thériault to Sony BMG as Director, Market Development, Eastern Region
- Clee Varon to Deerhurst Resort as Director of Sales and Marketing

### Stock activity

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## **TECHNOLOGY**

*Courtesy of Mandrake*

### Appointments

- Ray Burgess to Tundra Semiconductor as Vice President, Strategy and Marketing (Ottawa)
- John Husband to Canon Canada Inc. as Vice President and General Manager, Business Solutions Division
- Michael Pearson to Comnetix as Executive Vice President, Marketing and Business Development
- Stephan Scholl to Oracle Corporation as Group Vice President, Consulting
- David Warkentin to SmartTire Systems as Vice President, Sales and Marketing (Richmond, BC)

### Stock activity

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## **TELECOMMUNICATIONS**

*Courtesy of Mandrake*

### Appointments

- Rene Bouquest to Fido as President
- Karim Salabi to Fido as Vice President, Marketing

### Stock activity

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