

InterViews Online

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A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Healthcare
Retail
Technology
Telecom

Mandrake, one of Canada's foremost executive search firms, is pleased to provide you with our monthly online newsletter.



Mandrake

April 2006

- 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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John Clinton to speak in May's C-Leader Access, a Marketing Hall of Legends Legacy Initiative

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](#).

John Clinton
President and CEO
Grey Worldwide - Canada
Date: Tuesday, May 2, 2006
Time: 6:00PM to 8:00PM

"What have you done for Grey today?" A familiar refrain heard almost daily throughout the halls of Grey Worldwide Toronto. The challenge is issued by none other than its President and CEO, John Clinton. A challenge that he himself takes up every day. "People are more inclined to follow you and take up the cause if you lead by example" feels Clinton.

For more information or to register for John Clinton, [click here](#).

Stefan Danis to Participate in Workopolis "Employee Engagement in the New Millennium" Panel Discussion

On April 11 Stefan Danis, Mandrake's CEO & Chief Talent Officer, will participate in Workopolis' "Employee Engagement in the new Millennium" Panel Discussion.

For attendance details visit www.robtv.com/articles/rob.tv/241

Skate for Kids - NHL Alumni & Prominent Businesses to Team Up to Benefit Children's Charities on Saturday, April 29th, 2006

Launched in 1991, Skate for Kids is a celebrity hockey event hosted by Mandrake and St. Michael's College School that has raised over \$600,000 for notable children's charities including Tim Horton Children's Foundation camps and ProAction Cops & Kids, a charity that funds police programs for youth at-risk.

This year's NHL alumni include Mike Pelyk, Steve Thomas, Jeff Beukeboom, Bill Carroll, Joe Cirella, Terry Clancy, Dan Daoust, Pat Flatley, Stew Gavin, and Peter Zezel, to name a few. There are many ways businesses can support Skate for Kids: register a corporate team to play with the pros, donate cash or submit items for gift bags or silent auction, or simply come by and cheer at St. Mike's arena on Saturday, April 29th 2006.

For more info, please visit www.skateforkids.com.

Stefan Danis to Participate at 3rd Annual Recruitment & Retention Summit

On June 15th, Stefan Danis, Mandrake's CEO & Chief Talent Officer, will lead the workshop on Building Your On-boarding Program for Productivity, Commitment, and Retention.

On-boarding has often been described as the poor cousin of Human Resources. It is an important activity that does not get the attention it deserves. However, organizations are quickly discovering that office tours, explanations of company policies, and signing new recruits up for health and benefits programs is not what effective on-boarding is really about.

This workshop will provide practical strategies and techniques to develop your on-boarding process so that you get it right from the start and build engagement, productivity and commitment in your own organization.

For full details [click here](#).

Mandrake Strengthens Human Resource Practice

The Partners at Mandrake are pleased to announce that Bob Lank has joined the organization as Vice President and leader of the Human Resources practice. Bob will be further developing the focus and expansion of the Human Resource practice area at Mandrake where recent successful searches have included VP's of Human Resources, Compensation and Organizational Development.

Bob commented, "This is a wonderful opportunity to leverage my skills, passion and experience to further expand Mandrake's proven search success into the critical functional area of Human Resources".

Mandrake is also a founding partner of First Human Capital Management (www.firsthcm.com), which delivers a range of HR and organizational effectiveness solutions (through partners who are expert in their fields) targeted to every stage of the Employment Life Cycle. In addition to leading the Human Resource search practice, Bob is also Managing Director of FirstHCM.

For more information, [click here](#).

Mandrake's Life Sciences-Healthcare Practice

Mandrake's Partners are pleased to announce Brian Novak as Vice President, leader of the Life Sciences-Healthcare practice. Brian's focus will be the continued expansion of the Life Sciences-Healthcare practice during Mandrake's 35th Anniversary year.

With an in-depth understanding of the divisions and the skills needed to succeed within; Brian is committed to building partnerships with the industry, individual and organization.

Brian commented, "This is a wonderful opportunity to leverage my skills, passion and experience to further expand Mandrake's proven search success into the Life Sciences-Healthcare industry."

For more information, [click here](#).

"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.

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.

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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, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

7 WAYS TO PROMOTE YOURSELF WITHOUT BRAGGING

For many people who are good at what they do, speaking about their accomplishments can often feel like bragging. However, to become known as a leader in your field it is sometimes necessary to showcase yourself. This article from *Business Know-How* offers 7 tips that can help you navigate this fine line and appropriately and effectively show off your skills.

Methods include:

- Writing articles
- Public speaking
- Media interviews
- Telling stories
- Testimonials
- Building a portfolio
- Creating products.

To learn more about how these activities can help you become regarded as an expert in your field in the most dignified way, click on the link below to read the full article.

<http://www.businessknowhow.com/marketing/self-promotion.htm>

TEN WAYS TO KEEP BUSY BETWEEN JOBS

For anyone who has time out of work, whether it is for travelling, education, unemployment, or other reasons, making the most of these periods can be crucial for a successful re-entry into the workforce. This article from *Monster's Career Centre* offers activities that should be considered during out of work periods in order to project the most active, engaged attitude.

They include:

- Volunteer your services
- Take a class
- Find an internship
- Teach a class
- Be a consultant
- Join a job seekers group
- Build social networks
- Start a business
- Have fun.

To learn more about how these activities can be an important part of your career development, click on the link below to read the full article.

http://content.monster.ca/6451_en-CA_pf.asp

CLOSING THE SALE AND OVERCOMING OBJECTIONS IN THE JOB INTERVIEW

Marketing is a powerful part of any job search. Not only is the job-seeker attempting to sell the employer on their value to the company, but the employer is attempting to sell the job seeker on the company's value to them.

One of the best ways sales and marketing theories can assist job-seekers is through overcoming any concerns an employer may have over hiring them. This article from *Quintessential Careers* outlines some of the common employer objections and how job-seekers can answer them strategically.

These include:

- "I'm concerned you have too much experience for the position"
- "I'm not sure we can pay you the salary you are seeking"
- "I'm just not sure you have the experience for the position"
- "I'm not sure you would fit into the team"
- "I'm concerned about the number of jobs you've held in such a short period of time"
- "We really like you but are just not sure where you fit"
- "Were you fired from your last job?"

To learn more about how you can turn around these objections and sell your unique mix of skills and accomplishments in the job interview, click on the link below to read the full article.

http://www.quintcareers.com/printable/interview_objections_closing.html

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

- Heather Briant to Cineplex Entertainment as Vice President, Human Resources
- Dough Brooks to NHL Enterprises Canada as Managing Director
- David Goldstein promoted to Vice President, Government and Regulatory Affairs at CHUM Limited
- Noel Hulsman to Globe and Mail as Editor, Report on Business magazine
- Charlie Jonstone to Grand Prix Association of Toronto as President and Chief Executive Officer
- Peter Rigakos to Reed Construction Data as Director Advertising Sales

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

- Trevor Derksen to Molson as Director Area Planning & Field Operations (Calgary)
- Robert Gour promoted to President, Fine Cheese Division at Agropur Cooperative (Montreal)
- Alnashir (Nash) Lakha promoted to President & Chief Executive Officer at Parmalat Canada
- Michael Read to Molson as Brand Director, Miller
- Javier San Juan to L'Oreal Canada as President (Montreal)
- Greg Smith to Prizm Canadian Income Fund as Director, Category Management

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Raniero Corsini promoted to Senior Vice President, Global Structured Products at Sentry Select Capital Corp.
- Laurie Davis to Hartford Investments Canada Corporation as President and Chief Financial Officer
- Jacquelyn Houtt to CMA Holdings as Assistant Vice President, Marketing Communications
- Robert Livingston to Capital One Canada as Chief Marketing Officer
- James Alexander (Sandy) McIntyre promoted to Senior Vice President and Senior Portfolio Manager at Sentry Select Capital Corp.
- Karen Maidment promoted to Chief Financial and Administrative Officer at BMO Financial Group
- Kim McKenzie promoted to Executive Vice President, Scotia Intek at Scotiabank
- Daniel Monehin to MasterCard Canada as Director of Finance
- Richard Nadeau to TSX Group as Senior Vice President, Toronto Stock Exchange
- Norman Raschkowan promoted to Chief Investment Officer at Standard Life Investments Inc.
- Roger Renaud promoted to President and Director at Standard Life Investments Inc.
- Jeremy Roberge promoted to Vice President, Capital Markets at Inter Pipeline Fund

Stock activity

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INTERNET SERVICES

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Appointments

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MEDIA

Courtesy of Mandrake

Appointments

- Michael Abbass promoted to Vice President at Strategic Objectives

- Colin Campbell to IMG as Director of Sports Marketing
- Carolyn Convey to Neo@Ogilvy as Director Digital Media
- Louis Duarte to Portrait Branding as Art Director
- Jean-François Giguère to FCB Montreal as Vice President, Planning and Development (Montreal)
- Alek Grguric to Rebellion Inc. as Vice President, Director of Technology
- David Harrison to ACLC as Art Director
- Charlene Huckins to Inventa as Vice President of Strategic Brand Development
- Mike Lascut promoted to Vice President, Chief Application Architect at Rebellion Inc.
- David Prince to DAC Group as Director Business Development, New York City (New York)
- Debra Quinn promoted to Senior Vice President at Strategic Objectives
- Michael Shipticki promoted to Vice President at Strategic Objectives
- Mark Spurgeon promoted to President at Tri-Ad Graphic Communications Ltd.
- Daniel Torchia promoted to Managing Director, Toronto office at Torchia Communications
- Laura Tupper to Hill & Knowlton as Senior Vice President and National Leader of the Natural Resources Practice

Stock activity

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Stephen Anderson to OncoGenex Technologies as Chief Financial Officer (Vancouver)
- Dr. Laura Aspeslet promoted to Chief Operating Officer at Isotechnika Inc. (Edmonton)
- York Yingping Guo to Welichem Biotech Inc. as Chief Executive Officer (Burnaby, BC)
- Madi Madiyalakan promoted to Executive Chairman at Quest PharmaTech Inc. (Edmonton)
- Dr. Andrew Padmos to The Royal College of Physicians and Surgeons of Canada as Chief Executive Officer
- Christopher Wagner to MDS Nordion as Senior Vice President of Sales & Marketing (Ottawa)

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RETAIL

Courtesy of Mandrake

Appointments

- Glen Antonuk promoted to Executive Vice President and Chief Operating Officer, Western Canada at Sleep Country Canada
- Heather Arts to Lowes as Director of Merchandising
- Nancy Bryce to Talize as President
- Ted Clarke to The Beer Store as President
- Debbie Edwards promoted to Chief Marketing Officer at HBC
- Dave Friesema promoted to Executive Vice President and Chief Operating Officer, Eastern Canada at Sleep Country Canada
- Jason Greenspan to RadioShack Canada as Director of Marketing
- John Norris to Wal-Mart as Director Human Resources
- Michael Rousseau promoted to President of HBC
- Jerry Zucker to Hudson's Bay Co. as Governor and Chief Executive Officer

Stock activity

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TECHNOLOGY

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TELECOMMUNICATIONS

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