

InterViews Online

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Mandrake

August 2006

A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Healthcare
Retail
Technology
Human Resources

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).
- 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.*

Marketing Hall of Legends: Nominations Narrowed Down - Voting Process Begins!

Thank-you to all who nominated more than 300 outstanding Canadian Marketers in the past two months. Our Judges (listed below) have now narrowed the nominee list down to 30 candidates per category. The next step is this: Top Canadian CMOs and CEOs will cast their vote and pick the next group of Legends that will be inducted in February of 2007.

If you are one of the voters, your password protected voting link will arrive in the next 10 days. Make sure to vote right away, as you will be considered to win two tickets to the 2007 MHOL Gala, a \$700.00 value.

Make sure to book off February 1st for the inducement Gala. More Gala details to come.

This year's MHOL judging panel is as impressive as ever:

Alan Berdowski, Chief Marketing Officer, Ontario Lottery and Gaming Corporation

Sunni Boot, President, Optimedia

Esmé Carroll, Chairman & CEO, ACLC Inc.

Sean Durfy, EVP Marketing & Sales, Westjet

Pat Gardiner, President, A.C. Nielsen Canada

Rob Guenette, President, Taxi

Jim Little, SVP Corporate Marketing, Bell Canada

Peter Luik, COO, HJ Heinz

Ron Lund, President & CEO, ACA

Alan Middleton, Executive Director, Schulich Executive Education Centre, York U.

Carl Nanni, Marketing Consultant

Randy Powell, President, Maple Leaf Fresh Food

David Sculthorpe, President, Cadbury Adams

Luke Sklar, Partner, Sklar Whilton

Trish Wheaton, President, Wunderman

Judith Wheeler, VP Marketing, Daimler Chrysler Canada

Stay tuned to find out who the 2006 marketing legends are and keep visiting www.marketinghalloflegends.ca for voting updates and **legacy programs**. To view the legends of 2005, [click here](#).

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 was 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.

Tim Cork, President of NEXCareer, is speaking to the SCNETWORK in December

TOPIC: HOLIDAY SOCIAL: RULES TO WIN THE NETWORKING GAME!

DATE: Wednesday, December 06, 2006

TIME: 5:00 PM to 8:00 PM

VENUE: Downtown Toronto Board of Trade

Tim Cork, President of NEXCareer, will be speaking to the SCNETWORK Group (the largest Senior HR Network Group in Canada). The main sponsors of this event are some of the biggest competitors in the outplacement business. The Strategic Capability Network (scnetwork.ca), formerly known as the Canadian Human Resource Planners (C.H.R.P.), helps leaders throughout organizations achieve competitive strength through people, by providing a forum for leading-edge thinking and practice on integrated human resource management. Visit them at: www.scnetwork.ca.

To register, please visit [click here](#).

Re-Cap of SKATE FOR KIDS 2006 - NHL Alumni & Prominent Businesses Teamed Up to Benefit Children's Charities on Saturday, April 29th

Mandrake's 15th annual Skate for Kids raised nearly \$50,000 for children's charities. This year's corporate teams played with NHL alumni Shayne Corson, Mike Pelyk, Steve Thomas, Jeff Beukeboom, Bill Carroll, Joe Cirella, Terry Clancy, Dan Daoust, Pat Flatley, Stew Gavin, Peter Zezel and more. Everyone had a great time with their families, on and off the ice, watching games, bidding on silent auction items and enjoying the bar-b-que.

Launched in 1991, Skate for Kids is a celebrity hockey event hosted by Mandrake and St. Michael's College School. To date, we have raised \$650,000 for notable children's charities including Tim Hortons Children's Foundation camps and ProAction Cops & Kids, a charity that funds police programs for youth at-risk.

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. Stay tuned for details on how to get involved in Skate for Kids 2007. Please visit www.skateforkids.com.

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](#).

"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.

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.

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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
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Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
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LEARNING GOALS OR PERFORMANCE GOALS: IS IT THE JOURNEY OR THE DESTINATION?

by Gerard H. Seijts and Gary P. Latham

While setting goals is important, setting an outcome goal - rather than a learning goal -- can have a negative impact on an individual's performance. This is especially true when acquiring skills and knowledge is more important than being persistent and working harder. Instead of focusing on the end result, a learning goal focuses attention on the discovery of effective strategies to attain and sustain desired results. These authors build a compelling case for learning goals' superiority and describe the positive impact they can have on leadership, performance appraisal, and professional development.

Click on the link below for the full article:
http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=634

RESISTING THE SEDUCTIONS OF SUCCESS

by Joseph L. Badaracco Jr.

"The basic problem with the flow of success is that life can look very good when it really isn't," writes Harvard Business School's **Joseph L. Badaracco Jr.** His new book, *Questions of Character*, uses literature to look closely at issues of leadership. Here's an excerpt:

<http://workingknowledge.hbs.edu/item/5296.html>

8 WAYS TO GET PAST CALL SCREENERS AND VOICEMAIL

by Art Sobczak

Call screeners and voice mail makes your job of getting through to a decision maker harder than ever. How are you supposed to sell anything if you can't even get through to a real person? Click on the link below for eight tips that can help you get your message delivered to the right person:

<http://www.businessknowhow.com/marketing/voice-mail.htm>

We welcome your feedback on these articles. Please e-mail us at newsletter@mandrake.ca.

▲ top

Industry Review

A wrap-up of stock activity and major appointments, organized by industry.

COMMUNICATIONS

Courtesy of Mandrake

Appointment

- Robert Batherson promoted to Managing Partner at Colours (Halifax)
- Dale Bochon to DDB Canada as Senior Writer (Edmonton)
- Andrew Brady to Delvinia Interactive as Director of Client Services
- Richard Camilleri to True North Corporation as Chief Executive Officer
- Alan Chumley to CORMEX Research as Vice President, Business Development
- Mark Edwards to Fuel Industries as Vice President of Licensed Properties and General Counsel (Ottawa)
- Jeremy Gayton to Taxi II as General Manager
- Julie Holroyde to Hill & Knowlton Canada as Consultant, Healthcare Practice
- Peter Ignazi to BBDO Canada as Deputy Creative Director
- Lucia Internicola promoted to Vice President, Interactive Production at Euro RSCG 4D
- Paul Long promoted to Senior Vice President and Director of Creative Strategy and Client Relations at MacLaren McCann Calgary
- Lance Martin to Taxi II as Creative Director
- Bill McMullen to Arnold Worldwide Canada as President and Chief Executive Officer
- Mike Meadus promoted to Creative Director at MacLaren McCann Calgary
- Mark Mizgala to TBWA\Vancouver as Senior Art Director
- Carlos Moreno to BBDO Canada as Deputy Creative Director
- Benson Ngo to Gilbert & Davis Communications as Art Director
- Erick Nielsen to Karacters Design Group as Associate Creative Director
- Karen Poncelet to Consumer Impact Marketing as Director of New Business Development
- Pradeep Rao to DDB Canada as Senior Art Director (Edmonton)
- Andrea Reed to Hill & Knowlton Canada as Vice President, Healthcare Practice
- Lauren Richards to Starcom MediaVest Group Canada as Chief Executive Officer
- Kim Saunders to GCI Group as Senior Consultant
- Elliott Smith promoted to Creative Director at Arnold Interactive and Arnold Brand Response
- Randy Tait to Bimm Communications as Production Director
- Cheryl Young to Euro RSCG 4D as General Manager

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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

- Yvonne Catty to JTI-McDonald Corporation as Vice President for the Americas
- Arturo Elias to General Motors of Canada as President and Managing Director
- David Homer promoted to President at General Mills Canada
- François Rouilly to Kellogg Canada as President and Chief Executive Officer

Stock activity

Courtesy of Mandrake

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Dana Antal to Paradigm Capital Inc. as Partner, Oil & Gas Research
- Robert Baillie to Northern Trust as President and Chief Executive Officer
- John Bereznicki to Paradigm Capital Inc. as Partner, Energy Services Research
- Andrea Bodnar promoted to Leader, Business Services Division at Aviva Canada Inc.
- Craig Bridgman to Paradigm Capital Inc. as Partner, Energy Investment Banking
- Colleen Coman promoted to Executive Director, Business Development for the Insurance Segment at CIBC Mellon
- Ellis Gaston to GE Commercial Finance as Managing Director, GE Corporate Lending in Canada
- Steve Geist to CIBC Asset Management Inc. as President
- Chris Gindl to Paradigm Capital Inc. as Partner, Energy Services Research
- Joanne Hall Chay to Paradigm Capital Inc. as Partner, Office Manager
- Erminia Johannson promoted to Senior Vice President, Customer Marketing, Retail Markets at CIBC
- Wolfgang Kruning promoted to Vice President, International Dealer Relations at Sentry Select Capital Corp.
- Kenneth Lalonde to CUMIS as President and Chief Executive Officer
- Earl Lande promoted to President and Chief Executive Officer at Roynat Capital Inc.
- Bertrand Lauzon to BFL Canada as Vice President, Finance and Chief Financial Officer
- Phil Moore to Paradigm Capital Inc. as Partner, Energy Investment Banking
- Rebecca Morley to Paradigm Capital Inc. as Partner, Oil & Gas Research
- Gabriel Ollivier to Paradigm Capital Inc. as Partner, Institutional Equity Sales
- Stuart Plummer promoted to Executive Director, Business Development for the Pension Fund Segment at CIBC Mellon
- Gregory Stadnyk to Paradigm Capital as Partner, Energy Investment Banking
- Cynthia Stark to Scotiabank as Director, Marketing Planning
- Maurice Tulloch to Pilot Insurance Co. as President
- Louis Vachon promoted to Chief Operating Officer at National Bank of Canada

Stock activity

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▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Paula Adam to Canoe.ca as Director of Sales
- Al Maitland promoted to Director of National Sales for Toronto and Western Canada at Sympatico/MSN

Stock activity

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▲ top

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MEDIA

Courtesy of Mandrake

Appointments

- François Boulet to Astral Media as Vice President, Interactive Media
- Emma Fachini promoted to Director of Sales at Teletoon
- Darren Hardeman to Olive Canada Network as Director of Operations and Audience
- Malcolm Kirk promoted to Publisher of the Calgary Herald at CanWest MediaWorks Publications Inc.
- Natalie Larivière to Transcontinental Media as President
- Linda Lewis to Transcontinental Media as Editor-in-Chief of More magazine
- Kristie Painting to Olive Canada Network as Director of Sales
- Brent Scrimshaw to Atlantic Lottery Corporation as Vice President, Marketing
- Muriel Solomon promoted to Vice President off Marketing and Publicity at Alliance Atlantis Broadcasting
- Andra Zondervan to Royal Ontario Museum as Vice President, Marketing

[top](#)

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Stephen Anema to Bluewater Health as Chief Finance Officer
- Margaret Beatty to West Park Healthcare Centre as Vice President, Programs and Chief of Nursing Executive
- Erinn Broshko to Med BioGene Inc. as Chief Executive Officer and Director (Vancouver)
- Natalie Bubela to Rouge Valley Health System as Vice President of Programs and Support Services
- Carole Desrosiers promoted to Team Leader, Urology & Migraine at Pfizer
- Jacques Dessureault promoted to Vice President and Business Unit Head, IDTI (Infectious Disease, Transplant & Immunology) at Novartis Pharmaceuticals
- Rhonda Dorren to Gennium Pharma Inc. as Vice President, Government, Corporate Affairs and Business Development
- Richard Fajzel promoted to Director of Sales, Specialty Market at Pfizer
- Catherine Fitzsimon promoted to Team Leader, Ophthalmology & Endocrinology at Pfizer
- Dr. Eric Fongberg to Rouge Valley Health System as Vice President Strategic Development and Clinical Integration
- Mike Freeman promoted to Vice President, Government Affairs at Paladin Labs.
- Ron Gagnon to Sault Area Hospital as Acting President and CEO
- Brett Gannon to Xillix Technologies Corp. as President & CEO (Richmond, BC)
- Dr. Ian Graham to Canadian Institutes of Health Research as Vice President of Knowledge Translation
- Faran Grant promoted to Chief Financial Officer and Corporate Secretary at Xillix Technologies Corp.
- Cameron Groome to Bioniche Life Sciences Inc. as Executive Vice President, Corporate & Strategic Development
- Brian Hilberdink to Novo Nordisk as Director, Diabetes Care Marketing
- Bernard Huet to Victhom Human Bionics Inc. as President and Chief Executive Officer (Saint-Augustin-de-Desmaures, PQ)
- Debbie King promoted to Vice President and Head, Ophthalmics Business Unit at Novartis Pharmaceuticals
- Kristen Knott promoted to Director at Pangaea Trade & Logistics Inc.
- Bruce MacDonald promoted to Director, Therapeutic Areas, Specialty Products Oncology, Ophthalmology, Endocrinology and HIV at Pfizer
- Dr. Sue MacLean to Clinidata Corporation as Medical Director for Ontario
- Anne Maheu promoted to Director, Therapeutic Areas, Cardiovascular at Pfizer
- Jane McIvor to Canadian Committee on Antibiotic Resistance as Executive Director (Vancouver)
- Dr. Kenneth Michalko to Purdue Pharma as Vice President, Scientific Affairs
- Dean Michelin promoted to Team Leader, Lipids & Metabolic Disease at Pfizer
- Isabelle Mongeau promoted to Director, Medical Communications at Pfizer
- Jean Morrison to Saskatoon Health Region as Chief Nursing Officer and Vice President of Performance Excellence
- Janice Murray to Novartis Pharmaceuticals as Vice President, Finance & Chief Financial and Administration Officer
- Patricia Petryshen to Fraser Health as Executive Vice President
- Veronica Piatek promoted to Customer Director, Patients, Consumers & Leaders at Pfizer
- Laurie Poole to the Canadian Society of Telehealth as Vice President
- Cynthia Roney to Xillix Technologies Corp. as Executive Vice President, Marketing of OncoLIFE (Richmond, BC)
- Christian Roy promoted to Director of Sales, Quebec & Atlantic at Pfizer
- Michael Rubbin promoted to Director, Therapeutic Areas, Pain, CNS, Urology, Migraine & Diversified Products at Pfizer
- Ken Schuller to eHealth Collaboratory, a joint venture between Canada Health Infoway & University Health Network as Executive Lead
- Dr. Peter Silverstone to Biovail Corp. as Senior Vice President of Medical and Scientific Affairs
- Paul Smith to Axela Biosensors as Vice President, Sales and Marketing
- Lawrence Tjan to PharmEng International Inc. as Chief Financial Officer
- Mario Tremblay to AstraZeneca Canada Inc. as Vice President, Sales
- Karel Van De Sompel promoted to Customer Director, Healthcare Professionals and Hospitals at Pfizer
- Patrick Van Der Loo promoted to Team Leader, Pain & Inflammation at Pfizer
- Keith Westbrook promoted to Vice President, Manufacturing Operations at Purdue Pharma

[top](#)

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RETAIL

Courtesy of Mandrake

Appointments

- Mark Daprato to Cara Operations as Vice President Marketing, Kelsey's
- Anna Di Pede to The Brick as Vice President, Marketing & Brand Development
- Kathleen Taylor promoted to President and Chief Operating Officer at Four Seasons Hotels Inc.

Stock activity

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▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Gino Cantalini to Telus as Vice President, Marketing Communications
- Jake Jenkins to Pulse Data as Vice President, Sales and Marketing, Terrapoint Canada (Calgary)
- Wade Oosterman to Bell Canada as Chief Brand Officer

Stock activity

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▲ top

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Elly Bowen to Sobey's as Director Talent Acquisition
- Sharon Sanzo to Barrick Gold as Director Human Resources
- Terry Siriska to Ontario Hospital Association as Director of Organizational Health Management Services of the Strategic Human Resources Division
- Roger Stevens promoted to Chief Recruiter at the University Health Network
- Jon Wagnor to Oracle as Senior Consultant, Change Management

Stock activity

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▲ top

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[▲ top](#)



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