

InterViews Online

provided by Mandrake



→ www.mandrake.ca

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

Jan. 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).
-
- 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.*
-

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](#).

Bryan Pearson to speak in January 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](#).

Bryan Pearson

President of Air Miles Reward Program, Loyalty Group

Date: Monday January 16, 2006

Time: 6:00pm to 8:00 pm

Bryan Pearson is President of the AIR MILES® Reward Program in Canada and has been part of the management team for over 10 years. In addition to operating Canada's largest loyalty program, Bryan works with Frequency Marketing Inc., a U.S. based consultancy focused on designing, implementing, managing and occasionally dismantling loyalty programs across many industries. As a student of loyalty and CRM programs around the world, Bryan leads a team focused on identifying ways to increase the yield from customers through long term, interactive, value-added relationships.

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

Marketing Hall of Legends Tickets almost sold out – call now!

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](#).

Marketing Research Boot Camp

The Toronto Chapter of the American Marketing Association (AMA) is offering an intense and interactive 1½ day training program on the essential elements of marketing research in February 2006.

The program is geared to *users of marketing research* who would like to have a better understanding of the process, methods and benefits of marketing research.

Please [click here](#) to refer to the attached PDF or visit the web link at www.email01.com/AMA/marketingbootcamp.html for more information.

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.

"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.

To subscribe to InterViews Online, please click on the link below
subscribe.

To unsubscribe from InterViews Online, please click on the link below
unsubscribe.

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
Directeur Général/ Associé
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

IN A BAD SPOT? TRY MINDFULNESS

Confusion and change are elements that one must continually deal with throughout their career. However, in the midst of turbulent times, it can sometimes seem easier to behave in the politically correct way and go along with the status quo (mindlessness), than stick to your core beliefs that have always guided your decisions and behaviours (mindfulness).

This article from *HBS Working Knowledge* outlines what goes into developing mindfulness, offering the following key tenets:

- Build trust through clarity and consistency
- Make sure you never profess beliefs when people are watching, only to act differently when the temperature rises and the pressure is on
- Know that you will feel uncomfortable, even vulnerable, because in the midst of real change around you, the rules are not clear and politically expedient behaviour is very tempting.

To read more about mindfulness and why's it's an important career skill, click on the link below to read the full article.

<http://workingknowledge.hbs.edu/pubitem.jhtml?id=5069&t=leadership>

TOP TEN STRATEGIES FOR BECOMING UNCOMMONLY SUCCESSFUL

Regardless of what career or industry you work in, there are certain strategies that can be a catalyst for success. This article from *Business Know-How* offers ten such strategies.

They include:

- Create wealth in alignment with your passions
- Honour 'numero uno': design your life around your priorities
- Visualize every step of your dream and watch the magic unfold
- Easy does it: inspired action always trumps forced action
- Laser in on one idea, business or income stream at a time
- Strengthen your relationships: your financial independence is dependent on your connections with others
- Develop your resilience muscle: bounce back from setbacks
- Streamline your efforts: align your natural talents with your goal
- Disarm that sneaky inner saboteur
- Shorten your learning curve by learning from the best.

To read more about how you can incorporate these strategies for success into your own career planning, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/top10success.htm>

TEN TIPS FOR SURVIVING AND THRIVING IN THE WORKPLACE

Although everyone wishes for the perfect friendly and supportive work environment, this is rarely the case. However, learning to survive and thrive in whatever sort of workplace you encounter is important for successful career development. This article from *Monster.ca's Career Centre* offers ten tips that can help in this regard.

They include:

- Forget about fate
- Speak up
- Foster relationships
- Give credit
- Keep learning
- Find a mentor
- Balance yourself
- Have fun
- Control the damage
- Pursue your passion.

To learn more about how these pointers can assist you in any work environment, click on the link below to read the full article.

http://content.monster.ca/6643_en-CA_pf.asp

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.

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

- Brian Allen to Copeland Communications as Art Director/Copywriter (Victoria, BC)
- Bianca Barbucci to Publicis Canada as Vice President, Director of Client Services and Development (Montreal)
- Yves Blain to Taxi Canada as Vice President, Relationship Marketing
- Debbie Blevins to Publicis Toronto as Managing Director, Rogers business
- Michel Boilard to Publicis Dialog as Vice President, Director Client Services and Development (Montreal)
- Trevor Campbell promoted to President at Porter Novelli Canada
- Brent Choi to Saatchi & Saatchi as Senior Vice President, Co-Creative Director
- Jed Churcher to J. Walter Thompson as Senior Copywriter
- Julia Foster to TBWA\Toronto as Business Development Director
- Kevin Foster to Decibel as Director Brand Experiences
- Marshall Golden to Dominion Bond Rating Services Limited as Vice President, Publishing
- Vince Guzzi to Watt International as Vice President, Brand Strategy
- Leslie Hetherington to Maverick as Vice President of Professional Services and Technology
- Carolyn Higgs to Intersect as General Manager
- Kate MacNevin to MacLaren McCann as Vice President, Group Account Director
- Michael Marshall to Copeland Communications as General Manager (Victoria, BC)
- Andy McKay to BBDO as Senior Vice President, Head of Art
- Ian Mirlin to MacLaren McCann as Integrated Chief Creative Officer
- Subtej Nijjar to Zig as Strategic Planner
- Marc Nusca promoted to Vice President, Regional Director at Porter Novelli Canada
- Richard Patterson to Publicis Canada as Managing Director, Director of Business Development Program (Montreal)
- Craig Redmond to Grey Worldwide Northwest as Vice President, Creative Director (Vancouver, BC)
- Paul Reilly to BBDO as Managing Director, RBC Business
- Minda Sherman to Blast Radius as Vice President, Human Resources
- David Sly to Copeland Communications as Director Client Services (Victoria, BC)
- Ron Tweddle to Blast Radius as Vice President, Chief Financial Officer
- Sherry Waddingham promoted to Vice President and General Manager at Blitz Direct Data and Promotion
- David Williams to FCB Toronto as Planner
- Paul Zanettos to Maverick as Senior Consultant

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

- Alain Brisebois promoted to Senior Executive Vice President of A&P Canada at Metro Inc.
- Gordon Currie to George Weston Limited as Executive Vice President, Secretary and General Counsel
- Greg Fash promoted to Vice President of Sales & Marketing at Ganong Bros. (St. Stephen, NB)
- Robert Sawyer promoted to Senior Vice President, Quebec Division at Metro Inc.

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 Consumer Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Neil Jamieson to Thornmark Asset Management Inc. as President
- Robert Livingston promoted to Chief Marketing Officer at Capital One Canada
- Arlene Russell promoted to Senior Vice President, Human Resources at Scotiabank
- Martin Sims promoted to Executive Vice President and Regional Director, Central and Eastern Canada at HSBC Securities (Canada) Inc.
- Aon Reed Stenhouse Inc. as Executive Vice President

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 Financial Services industry!

INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Jason Hovey to Kaboose.com as Vice President of Kids and Educational Properties

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 Internet

MEDIA

Courtesy of Mandrake

Appointments

- Richard Bélanger to TQS as National Director of Sales (Montreal, Quebec)
- Nathalie Courville to National Film Board of Canada as Director General, Marketing & Communications
- Daniela Cribari to SitesMedia as National Vice President, Sales
- François Olivier promoted to President, Printing Products and Services at Transcontinental Inc.
- Brad Martin promoted to President and Chief Operating Officer at Random House of Canada Limited
- Sara Moore to Alliance Atlantis as Senior Vice President, Marketing and Publicity
- Ruth Spetter to National Families as National Sales Director (Vancouver, BC)

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 Media/Broadcasting/Publishing/Entertainment industries!

PHARMACEUTICAL

Courtesy of Mandrake

Appointments

- François Bettez promoted to Brand Director, Lopressor/Lescol XL at Novartis Pharmaceuticals
- Lisa Czach to Six Degrees Medical Consulting as Head of Client Services
- Jennifer Fazio promoted to Director, Business Development and Licensing and Key Accounts at Novartis Pharmaceuticals
- Robert Foster promoted to Executive Chairman at Isotechnika Inc. (Edmonton, AB)
- Terrance Gregg to Vasogen Inc. as Vice Chairman
- Paul Juhos promoted to Managing Director, Canadian Operations at Beckman Coulter Inc.
- Marco Lavigne promoted to Associate Director, Sales Force Effectiveness at Novartis Pharmaceuticals
- Anne-Marie Malek promoted to President and Chief Executive Officer at West Park Healthcare Centre
- Dr. James Woodgett to Mount Sinai Hospital as Director, Samuel Lunenfeld Research Institute
- Randall Yatscoff promoted to President and Chief Executive Officer at Isotechnika Inc. (Edmonton, AB)

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 Pharmaceutical industry!

RETAIL

Courtesy of Mandrake

Appointments

- Len Jillard promoted to Senior Vice President, People Resources and Chief People Officer at McDonald's Restaurant of Canada

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 Retail industry!

TECHNOLOGY

Courtesy of Mandrake

Appointments

- François Audet promoted to Vice President, Telecommunications at Cogeco Cable Inc.
- Michael Gagnier to Novator Systems Limited as Vice President, Delivery
- Frank Hart promoted to Regional Leader at EDS Canada Inc.
- Douglas Hill to Comstock Canada as Vice President, Mechanical for Western Canada
- Hal Ryckman promoted to Sales Leader at EDS Canada Inc.
- Donald Woodley to Gennum Corporation as Interim President and Chief Executive Officer

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 Technology industry!

TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Alan Horn promoted to President & CEO of Rogers Telecommunications
- William Linton to Rogers Communications as Vice President of Finance and Chief Financial Officer

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 Telecommunications industry!

DISCLAIMER

The information contained in "InterViews Online" and the opinions contained herein are not a complete analysis of every material fact respecting any company, industry or security. The information is based on sources believed to be reliable. Mandrake has not independently verified the facts, assumptions and/or estimates. In addition, opinions and estimates are subject to change without notice. Accordingly, no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information.

To view our **Privacy Policy** please [click here](#).

▲ top



Executive Search • Mergers & Acquisitions • Strategic Alliances • Organizational Consulting
TORONTO MONTREAL CALGARY
www.mandrake.ca