

InterViews Online

provided by Mandrake



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A Point of View Industry Review

Communications
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Human Resources

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



Mandrake

July 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.*

Marketing Hall of Legends: Nominations Closed - Judging Process Begins

Thank-you to all who nominated more than 300 outstanding Canadian Marketers in the past two months. Thanks to you, our judges will once again have a difficult time bringing the list down to 30 finalists.

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 judging 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.

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.

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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
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QUICK ENCOUNTERS OF THE HIRING KIND

by Wallace Immen

Speed job interviews are growing more popular -- but experts are split on whether lightning-fast meetings are the right way to size up candidates. For sheer performance anxiety, speed dating has nothing on speed job interviewing, says Heidi Reinhart, an articling lawyer at *Ogilvy Renault LLP* in Toronto.

For speed-interview tips, click here:

<http://sympaticomsn.workopolis.com/servlet/Content/fasttrack/20060208/CASPEED08?section=HomePage>

9 STEPS TO NEW JOB SUCCESS

by Ramon Greenwood

This month hundreds of thousands of careerists - from those carrying freshly minted diplomas through veterans in the workplace - start new jobs. Survival, to say nothing of success, is far from guaranteed. One-fourth of those in their first career jobs don't survive the first year, according to a study by *The Employment Foundation*. Nearly half are out the door in 18 months, reports *Leadership IQ*, a training firm.

Click here to get your nine tips for success:

<http://www.careerknowhow.com/guidance/job-success.htm>

DO I DARE SAY SOMETHING?

by Sarah Jane Gilbert

In a recent working paper, *Harvard Business School* professor Amy Edmondson and Penn State professor James Detert explored the challenges employees face speaking up to internal authorities. Their research focused on behaviour in large, multinational corporations, but the lessons learned can apply to smaller enterprises as well. In this e-mail interview, Edmondson and Detert discuss their research and how managers can create environments that encourage and support "upward voice." Their paper is called "Latent Voice Episodes: The Situation-Specific Nature of Speaking up at Work."

Click here for the full article:

<http://workingknowledge.hbs.edu/item/5261.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

- Bill Baker to Envisioning + Storytelling as Partner, Executive Vice President (Vancouver, BC)
- Jarrod Banadyga to Venture Communications as Copywriter (Calgary, AB)
- Jay Bertram promoted to President at TBWA\Canada
- Dan Boudria to Hill & Knowlton Canada as Senior Associate
- Dianna Carr to Envisioning + Storytelling as Creative Director (Vancouver, BC)
- Claire Cahsman to Cundari as Executive Producer
- Mario Cordeiro to Edelman PR as Chief Financial Officer, Canada and Latin America
- Christopher Galt to Wild On Media as Vice President of Marketing & Sales
- Neal Halliday to The Hive Strategic Marketing Inc. as Strategic Planner
- Mike Halminen promoted to Co-Creative Director at MacLaren MCCann Direct & Interactive
- Rod Honig to Venture Communications as Senior Art Director (Calgary, AB)
- Adam Lowe promoted to Vice President of Operations at Wild On Media
- Andy Montague promoted to Co-Creative Director at MacLaren MCCann Direct & Interactive
- Tom Olesinski to Sharpe Blackmore as Chief Financial Officer
- Andy Querin promoted to Vice President, Sales & Marketing at Zoom Media
- Paul Roelofs to Envisioning + Storytelling as Creative Director (Vancouver, BC)
- Phil Sylver to The Hive Strategic Marketing Inc. as Creative Director

- Fritz Tolentino to Rare Method as Art Director (Calgary, AB)
- Steven Wilkins to PCM International as Vice President of Sales/East

Stock activity

Courtesy of Mandrake

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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

- Eric Longval to Omstead Foods as Vice President, Retail Sales
- Greg Nordal to Sodexho Canada as President
- Kim Warburton to GE Canada as Communications and Public Relations Leader

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Randy Ambrosie to AGF Funds Inc. as President
- Yvan Aubin to The Economical Insurance Group as Vice President and Controller
- Jennifer Ball to Franklin Templeton as Senior Vice President, Marketing
- Sandy Basolini to MCAP as Senior Business Development Officer, Healthcare (Burlington, ON)
- Ben Batt to MCAP as Business Development Officer (Vancouver, BC)
- Bob Bernier to MCAP as Business Development Officer (Vancouver, BC)
- Bill Chisholm to MacDougall, MacDougall, and MacTier Inc. as Senior Research Analyst
- Catherine Coulson promoted to Vice President, Personal Insurance at The Economical Insurance Group
- Remo D'Aloisio to MCAP as Associate Director Credit, Healthcare (Burlington, ON)
- Grant Damery to MCAP as Associate Director (Vancouver, BC)
- Doug Gartland to Canaccord Capital as Senior Vice President and Investment Advisor
- Aki Georgacacos promoted to Managing Director at FCC Ventures
- Blake Goldring promoted to Chairman and Chief Executive Officer at AGF Management Limited
- Carl Gomez to Bentall Capital as Vice President, Research
- Dan Houle promoted to Vice President, Business Solutions at Ontario Teachers' Pension Plan
- Ernie Johansson promoted to Senior Vice President, Marketing for Retail Markets at CIBC
- Stephen Karlowsky to MCAP as Senior Business Development Officer, Healthcare (Burlington, ON)
- Katherine Kipper promoted to Vice President, Sales and Marketing at The Economical Insurance Group
- Myra Libenson to CPP Investment Board as Vice President and Chief Operations Officer
- Ron Lloyd to Gluskin Sheff + Associates Inc. as Vice President, Client Service
- Lawrence Maloney to ABN AMRO Bank N.V. Canada Branch as Country Executive Officer
- Dave Markel to MCAP as Senior Business Development Officer (Vancouver, BC)
- Boris Novansky to Sprott Securities Inc. as Director, Merger and Acquisitions
- David Poole promoted to Senior Vice President, BC & Yukon Region at Scotiabank
- Julie Racine to MCAP as Business Development Officer, Healthcare (Burlington, ON)
- Paul Renaud to OMERS Capital Partners as President and Chief Executive Officer
- Kelly Sams to MCAP as Business Development Officer, Healthcare (Burlington, ON)
- Richard Scott to MCAP as Senior Business Development Officer (Vancouver, BC)
- Mark Usher to Wellington Financial LP as Partner
- Erol Uzumeri promoted to Vice President, International, Teachers' Private Capital at Ontario Teachers' Pension

Plan

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Paul Bolté to Onestop Media Group as Executive Vice President of Sales
- Jeff Faulkner to Blast Radius as Executive Creative Director (Vancouver, BC)
- Graham Kahl promoted to Digital Design Team Leader at Rare Method (Calgary, AB)

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Mario Cecchini to Corus Quebec as Vice President, Montreal Region
- Jim Middlemiss to CLB Media as Editor of Canadian Lawyer magazine
- Jacques Papin promoted to Vice President, Network at Corus Quebec
- Pierre Rodrigue promoted to Vice President of Development and Technologies at Astral Media Outdoor, as well as Astral Media Interactive
- Ron Rooke to CFL Players Association as Vice President of Marketing and Business Development (Calgary, AB)
- David Scapillati to CBC Television as General Manager, Media Sales and Marketing
- Luc Tremblay promoted to Vice President of Sales and Marketing at Astral Media Radio Quebec
- Robert Trempe promoted to Vice President and General Manager at Astral Media Outdoor

Stock activity

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Richard Bear to Medsurge Medical Products Corp. as Chief Financial Officer (Vancouver, BC)
- Michael Berendt to Aegera Therapeutics Inc. as President and Chief Executive Officer (Montreal, PQ)
- David Fielder promoted to Vice President, Scientific Affairs at Ceapro Inc. (Edmonton, AB)
- Vince Lamanna promoted to President at Novo Nordisk Canada Inc.
- Andy McClenaghan promoted to General Manager at P&G Pharmaceuticals
- Murray McLaughlin to Canadian Light Source inc. as Director of Business Development (Saskatoon, SK)
- Shawn McMillan promoted to Chief Financial Officer at Ceapro Inc. (Edmonton, AB)
- André Monette to Victhom Human Bionics Inc. as Interim President and Chief Executive Officer (Quebec City, PQ)
- John Snisarenko to Novadaq Technologies Inc. as Vice President and General Manager

- Robert Verhagen to Spectral Diagnostics Inc. as Vice President, Business Development

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Paul Cummings to Auto World Imports as President and Chief Executive Officer
- Wendy Hendry to Boston Pizza as Director of Regional Marketing for Eastern Canada
- Susan Hunter to Boston Pizza International as Director of Corporate Communications

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Pat Finerty to SAS (Canada) as Vice President, Alliances and Business Development
- David Hughes to SAS (Canada) as Vice President, Sales
- Robert King to Sage Software as Director of Marketing
- Liam McCarthy to WellPoint Systems as Vice President, Sales and Marketing (Calgary, AB)
- Mark Schnarr to Alpha Technologies Ltd. as President and Chief Executive Officer

Stock activity

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Joann Draper to LG as Director Human Resources
- Rose Hammil to RBC Dexia as Director Human Resources
- Nilmini Perera to Johnson Electric as Senior Human Resources (Singapore)
- Chad Hiley to Barrick Gold as Vice President, Human Resources
- Beth Connor to Cushman, Wakefield & LePage as Director, Human Resources
- Mala Greenbaum to Dynamic Funds as Human Resources Consultant
- Sharon Sanzo to Barrick Gold as Director Human Resources for Corporate Site

Stock activity

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