

# InterViews Online

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Mandrake

June 2006

## 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.

- 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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### AMA Toronto connects GTA Marketers at The Drake

Get connected with GTA marketers at The Drake Hotel, known as an "experience and destination" in itself, to "experience" connections to the marketing and business community - brought to you by the "destination" for marketers, the AMA Toronto! Not only will you be able to connect to other marketers and business professionals but have the chance to meet Tim Cork, President, NEXCareer, and author of a new book to be released Fall 2006 *Tapping the Iceberg...Straight "A's"*, a powerful visual tool to assist you in seeing what is below the surface and then a simple philosophy for how to tap your unique strengths and unlimited possibilities.

Date: Tuesday, June 27, 2006

Time: 5:00 p.m. - 9:00 p.m.

Location: The Drake Hotel.

For details and pre-registration information, [click here](#).

### Bob Lank to Speak at 3rd Annual Recruitment & Retention Summit

On June 15th, Bob Lank, VP HR Practice and Managing Director of FirstHCM [www.firsthcm.com](http://www.firsthcm.com), and Sue Nador, Partner at NVision, will lead a 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 details, please call Svetlana Cosic at 416-922-5600 ext 266. For full details [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](http://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](http://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](mailto:quennell@destinyme.ca) or call 416-972-6843 x.826

Deb McDermott- [mcdermott@destinyme.ca](mailto:mcdermott@destinyme.ca) or call 416-972-6843 x.823

Visit our website at [www.destinyme.ca](http://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](http://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

Normand Lebeau, CRHA

## WHAT MAKES A GREAT BOSS?

Bosses are often the primary reason for people either loving or leaving their jobs. A boss, as Joan Lloyd writes, is the umbilical cord that connects employees to an organization, and if that cord is damaged, the employees will eventually leave. If you are one of the lucky employees who has a great boss, don't take that relationship for granted.

To read more on what makes a boss great, click on the link below to read the full article.

[http://greatboss.monster.ca/7704\\_en-CA\\_pf.asp](http://greatboss.monster.ca/7704_en-CA_pf.asp)

## SEVEN SMART CAREER NETWORKING MOVES GAURANTEED TO MAKE YOU MORE MEMORABLE

It's a fact: employers prefer to hire people they know over "mystery" candidates. That's why networking accounts for how 64 percent of people find jobs, while only 11 percent find work through advertisements (New York Times survey, 2002). Conferences, trade shows, meetings, and small-group gatherings are excellent venues for being visible, getting connected, and becoming known to the people who have the power to hire.

To read more about the seven "Cs" for making the most of networking events, click on the link below to read the full article.

[http://www.quintcareers.com/smart\\_networking.html](http://www.quintcareers.com/smart_networking.html)

## WOMEN FOUND NEW PATH TO WORK

The swift current of modern business presents a challenge for any woman deciding to temporarily step out of the corporate rapids to tend to family or other concerns. While they are away competitors come and go, technology constantly changes the nature of how business is done, and even the way we dress for success evolves over time.

Harvard Business School professor Myra Hart, an expert in high potential entrepreneurship, has offered several programs over the years to help HBS alumnae quickly regain the skills they need to re-enter the work force. This spring she brought together faculty and staff to create New Path: Setting New Professional Directions. In this interview, Hart explains the program and her hopes that future sessions can be expanded.

To learn more about Professor Myra Hart's New Path program, click on the link below to read the full article.

[http://workingknowledge.hbs.edu/item.jhtml?id=5331&t=career\\_effectiveness](http://workingknowledge.hbs.edu/item.jhtml?id=5331&t=career_effectiveness)

## MAKING CHANGE LAST: HOW TO GET BEYOND CHANGE FATIGUE

Any change initiative, whether one with a specific focus or comprehensive organizational change, will reach a point when it stalls - a leader's will starts to sag and the minions, employees, start to tune out. Mastering how to make mid-course adjustments will give new life and momentum to these change initiatives. This author describes how managers can make those key mid-course adjustments.

To read more about change and how to spot the 6 signs of change fatigue, click on the link below to read the full article.

[http://www.iveybusinessjournal.com/view\\_article.asp?intArticle\\_ID=608](http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=608)

We welcome your feedback on these articles. Please e-mail us at [newsletter@mandrake.ca](mailto:newsletter@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)

## Appointment

- Scott Annandale promoted to Senior Art Director at Cundari Group
- Daniel Andreani to BBDO Montreal as Executive Vice President, Creative Director (Montreal, PQ)
- Diana Arajs to Ketchum Public Relations Canada as Leader Health Care Practice
- Martin Beauvais to Zig as Executive Vice President and Creative Director
- Tim Das to Cundari Group as Senior Copywriter
- Rita D'Ettore-Berton to JWT Canada as Art Director
- Mike Dietrich to Cundari Group as Senior Art Director
- Matt Di Paola promoted to National Director of Client Services at Tribal DDB Canada
- Ann Elliott to The Marketing Store as Vice President of People and Practices
- Cory Eisentraut promoted to Senior Writer at Cundari Group
- Sean Gallagher to JWT Canada as Copywriter
- Chris Gardiner to Inventa as Director of Client Development (Montreal, PQ)
- Dan Gilroy to Cundari Group as Vice President and Director of Promotions
- Jason Grier to Hill & Knowlton as Head of Public Affairs Practice
- Kerry Harris to Weber Shandwick as Executive Vice President, General Manager Toronto office
- Jeff Hilts to FCB Toronto as Associate Creative Director
- Brendan Hodgson promoted to Vice President, Digital Communications at Hill & Knowlton Canada (Ottawa, ON)
- Kim Hughes to Henderson Bas as Director of Media and Audience Development
- Peter Ignazi to BBDO Toronto as Deputy Creative Director
- Liesbeth Lennard to Launch! Brand Marketing as Creative Director
- Brenda McNeilly to Fuse Marketing Group as Vice President, Creative Director
- Carlos Moreno to BBDO Toronto as Deputy Creative Director
- Tom Osborne to JWT Canada as Copywriter
- Rob Rathke to Cundari Group as Associate Creative Director of CRM Promotions
- Matthew Renton to Kaldor Brand Strategy + Design as Creative Director (Vancouver, BC)
- Erwin Rivera promoted to Vice President and Managing Director, Interactive Department at Cundari
- Angela Sung to DDB Canada as Art Director (Vancouver, BC)
- Bill Sweetman to MacLaren McCann Direct & Interactive as Vice President of Internet Strategy
- Lisa Walker promoted to Vice President, Corporate Development at Hill & Knowlton Canada (Toronto, ON)
- Cheryl Young to Euro RSCG 4D as General Manager
- Lisa Yuen to Arnold Worldwide as Art Director

## Stock activity

*Courtesy of Mandrake*

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Visit us on the web at [www.mandrake.ca](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

- Mike Bradica to Nike Canada as Director of Sales
- Scott McDonald promoted to Vice President, Human Resources at Agropur Cooperative
- Rod Sturtridge promoted to Vice President, Seals and General Sales Manager at Carlton Cards Limited

### Stock activity

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## **FINANCIAL SERVICES**

*Courtesy of Mandrake*

## Appointments

- James Cahill to Stonebridge Financial Corporation as Vice President, Structured & Project Financing
- Al Canale to Sentry Select Capital Corp. as Senior Vice President, Corporate Development
- Alberta Cefis promoted to Executive Vice President and Group Head, Global Transaction Banking at Scotiabank
- Scott Coates to KingStreet Capital Partners as Vice President, Real Estate Finances
- Stan Falkowski to Mortgage Intelligence Inc. as Regional Vice-President, Ontario
- Kathy Fazel to Phillips, Hager & North Investments Management Ltd. as Vice President
- Diane Giard promoted to Senior Vice President, Quebec & Eastern Ontario at Scotiabank
- Chris Hodgson promoted to Executive Vice President, Head of Domestic Personal Banking at Scotiabank
- Marc-André Lavoie to BNP Paribas (Canada) as Director in Interest Rate Derivatives
- Mark MacDonald to C.A. Bancorp Inc. as Managing Director, Equity Investments
- Barb Mason promoted to Executive Vice President, Wealth Management at Scotiabank
- Steve Moffatt to Green Shield Canada as Vice President, Sales & Marketing
- Jackie Moss to CIBC as Executive Vice President, Human Resources
- Don Perras promoted to Vice President, Business Development at Sentry Select Capital Corp.
- Glenn Saunty promoted to Vice-Chair, Investment Banking Group at BMO Nesbitt Burns
- Jacques Simoneau to Business Development Bank of Canada (BDC) as Executive Vice President, Investments
- Cynthia Stark to Scotiabank as Director, Marketing Planning
- Rajesh Uttamchandani to CIBC Mellon as Senior Vice President, Human Resources

## Stock activity

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## **INTERNET SERVICES**

*Courtesy of Mandrake*

### Appointments

- Jonathan Lister promoted to General Manager at AOL Canada
- Graham Moyses promoted to Vice President of Sales & Business Development at Sympatico/MSN

### Stock activity

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## **MEDIA**

*Courtesy of Mandrake*

### Appointments

- Sara Angel to Rogers Publishing as Editor-in-Chief for Chatelaine magazine
- Donia Bloxam promoted to Director of Affiliate Sales at CHUM Television
- Errol Da-Ré promoted to Executive Vice President of Sales at Alliance Atlantis
- Tracy Day promoted to Publisher of celebrity news magazine Weekly Scoop at Toronto Star Newspapers
- Sean Delaney to Capital Networks Limited as Director of Sales, Digital Media for Canada
- Tom Haberstroh to CTV British Columbia as Vice President and General Manager
- Jennifer Hurlbut to Alliance Atlantis as Vice President, Marketing & Publicity, Dramatic Networks
- Claude Laframboise to Rogers Publishing as Executive Editor of Montreal-based shopping magazine LouLou
- Maryse Lalonde to Metro Vancouver as Publisher
- Patrick Lauzon to Quebecor Media as Executive Vice President, Canoe Network
- Brett Manlove to CanWest Media Works as Senior Vice President of Broadcast Sales & Marketing (Toronto, ON)
- Jilaine Parkes to Cineplex Entertainment as Director of Human Resources
- Marcel Sanscartier promoted to Vice President of Operations, Canoe Network at Quebecor Media
- Sue Sheridan promoted to Interim Executive Director at Women in Film & Television - Toronto
- Dennis Skulsky to CanWest Media Works as President

### Stock activity

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## HEALTHCARE

*Courtesy of Mandrake*

### Appointments

- Stephen Arneric to Neuromed Pharmaceuticals Inc. as Vice President of Research and Preclinical Development (Vancouver, BC)
- Tina Cantrill promoted to Marketing Director, Virology & Pentaspan at Bristol-Myers Squibb
- Gretty Deutsch promoted to Medical Director, Infectious Diseases, Transplantation and Immunology Business Unit at Novartis Pharmaceuticals
- Beth Feyerer to GlaxoSmithKline as Vice President, Human Resources
- Steve Girouard promoted to Executive Director, Sales & Marketing Support at Merck Frosst (Montreal, PQ)
- Richard Kelly to Humber River Regional Hospital as Vice President, Human Resources
- Wes Pringle to Pfizer Consumer Healthcare Canada as Vice President and General Manager, Canada & Caribbean
- Gino Roy to Novartis Pharmaceuticals as Brand Director, Diovan
- Alan Snow promoted to Sales Director, Specialty Products at Bristol-Myers Squibb

### Stock activity

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## RETAIL

*Courtesy of Mandrake*

### Appointments

- Johanne Choinière promoted to Senior Vice President, National Procurement and Corporate Brands at Metro Inc.
- Anna Di Pede to The Brick Group as Vice President, Marketing and Brand Development
- Stefan Hawes to Coastal Contacts as Vice President of Marketing (Vancouver, BC)
- Dave Jeffs promoted to Executive Vice President, Chief Retail Officer at Loblaw Companies
- Peter McMahon to Loblaw Companies as Executive Vice President, Supply Chain
- Wendy Porritt Hendry to Boston Pizza International as Director of Regional Marketing - Eastern BMU

### Stock activity

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Deepak Chopra to Pitney Bowes as President
- Frank Dion to Keating Technologies as Vice President Sales & Marketing
- Lauren Flaherty to Nortel Networks Corp. as Chief Marketing Officer
- Randall Reynolds to Rogers Business Solutions as President
- Jean-Paul Sabini to DEQ Systems as Chief Marketing Officer (Levis, PQ)

## Stock activity

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## **TELECOMMUNICATIONS**

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### Appointments

## Stock activity

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