

# InterViews Online

provided by Mandrake



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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.



Mar. 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.*

### **Skate for Kids - NHL Alumni & prominent businesses team up to benefit children's charities**

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](http://www.skateforkids.com).

### **Sean Shannon to speak in March 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](#).

#### **Sean Shannon**

Managing Director, Expedia Canada Corp.

Date: Tuesday, March 28th 2006

Time: 6:00pm to 8:00 pm

Sean Shannon joined Expedia Canada Corp. in March 2001 as the first ever Director of Marketing for Expedia.ca. He was promoted to Managing Director in April 2004, where he now leads and oversees all activities for Expedia.ca, as well as Hotels.ca. Sean brings over 20 years of business and marketing experience to the company. Prior to joining Expedia Canada Corp., Sean held several executive positions including Vice President, Marketing and Customer Relations for a B2B start-up (WorldPreferred.com).

For more information or to register for Sean Shannon, [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](#).

### **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](#).

### **Marketing Hall of Legends Gala**

The Marketing Hall of Legends 2005 culminated with a Gala held on January 26th at The Granite Club in Toronto. The sold out event was attended by 500 Canadian marketing greats. The event was co-founded by the AMA and Mandrake.

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. To view the legends of 2005, go to [www.marketinghalloflegends.ca](http://www.marketinghalloflegends.ca).

For more information or the MHOL legacy programs, [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@destiny.me](mailto:quennell@destiny.me) or call 416-972-6843 x.826

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

Visit our website at [www.destiny.me](http://www.destiny.me).

### **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  
CEO and Chief Talent Officer  
Mandrake  
[danis@mandrake.ca](mailto:danis@mandrake.ca)

Normand Lebeau, CRHA  
Vice-Président Exécutif/Directeur Général Montréal  
Mandrake Groupe Conseil (Montréal)  
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### OVERCOMING A POOR WORKING RELATIONSHIP

Effective communication and negotiation is a key, yet challenging, career skill. However, if there are problems in a working relationship with a colleague, such as a lack of trust or disrespect, it can make any sort of interaction all the more difficult.

This article from *Monster.ca's Career Centre* offers some solutions to overcoming poor working relationships. They include:

- Define your goals appropriately
- Put aside substance to focus on the relationship
- Resolve the communication and relationship issues as efficiently and effectively as you can.

To read more about how you can develop these valuable skills to overcome difficult working relationships, click on the link below to read the full article.

[http://content.monster.ca/7234\\_en-CA\\_pf.asp](http://content.monster.ca/7234_en-CA_pf.asp)

### BUZZ OFF! I AM NOT DEFENSIVE

It's human nature for people to get defensive from time to time. However, when defensiveness goes beyond a certain point in terms of its frequency and intensity, it can destroy relationships and damage personal and career success.

This article from *Business Know-How* outlines methods for cueing into the your feelings and getting to know your defenses before any damage is done. As well, the article offers tips for how to avoid becoming defensive. They include:

- Slow down
- Detach
- Stop disrespecting yourself
- Start over.

To read more about how you can ditch defensiveness and move towards a friendlier future in your career, click on the link below to read the full article.

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

### SEVEN SMART MOVES GUARANTEED TO MAKE YOU MORE MEMORABLE

The benefits of networking for career success are well known. However, it takes skill to know how to get connected to the people who can advance your career in the best direction for you.

This article from *Quintessential Careers* outlines seven ways you can make the most of networking events. They include:

- Catalogue your strengths, value and vision
- Create your marketing theme
- Chart your course

- Connect with people
- Clarify needs
- Collaborate on needs
- Continue the connection.

To learn more about how you can make yourself the most memorable person at any networking event, click on the link below to read the full article.

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

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

- Sue Britton to Pareto Corporation as Vice President of Sales, Channel Marketing
- Colin Campbell to IMG Canada as Director of Corporate Partnerships
- Ian Chant to Marketing Manoeuvres as Senior Consultant (Vancouver)
- Brad Choma to Spider Marketing Solutions as Art Director
- George Crookshank to Saatchi & Saatchi/Drum as Vice President, Managing Director (Vancouver)
- Chris Davies to ACLC as Associate Creative Director
- Pascal De Decker to Palm Arnold Communication as Vice President, Creative Director (Montreal)
- Bill Downie to Saatchi & Saatchi/Drum as Vice President, Creative Director (Vancouver)
- Danny Fritz to IMG Canada as Director of Golf Properties
- David Gibb promoted to Executive Vice President, Managing Director at JWT Canada
- Tony Graham promoted to Executive Producer at Loopmedia
- Cheryl Grishkewich to Taxi Canada as Managing Director
- Gwen Hardy promoted to Director, Public Relations and Promotions at Grey Worldwide Northwest
- Stephen Hodges to Creative Niche Inc. as President
- Jaye Kornblum-Rea to Communications Meca as General Manager (Toronto)
- Bill Lisowsky to Taxi Canada as Managing Director
- Kellie Major to Hill & Knowlton as Senior Consultant (Ottawa)
- Alex Mangiola to Pilot PMR as Managing Director
- Catherine Marion to Environics Communications as Senior Consultant
- Ron McKay promoted to Director of Client Services at Consumer Impact Marketing, FiledMatrix division
- Kim Naylor promoted to Executive Vice President at Pareto Corporation
- Michael Pohlmann to Astral Media Outdoor as Vice President, Development & Operations for Ontario
- Eva Polis promoted to Creative Director at DDB Edmonton
- Nazilla Renaud promoted to Vice President of Online Marketing at Sequentia Communications
- Judy Tapp promoted to Vice President, Advertising Sales at The Outdoor Broadcast Network (OBN)
- Terri Truscello promoted to Vice President of Client Services at Consumer Impact Marketing
- Chris Williams promoted to Managing Director, Canadian Operations at Media Contacts
- Susan Wirtz to TBWA\Vancouver as Media Director (Vancouver)

### 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

- Michael Deluce to Porter Airlines as Executive Vice President Corporate Strategy and Contracts
- Richard Dufresne to Metro Inc. as Senior Vice President and Chief Financial Officer
- Robert Leonidas promoted to President and Chief Executive Officer at Nestle Canada
- Timothy McDonough promoted to Vice President, Wholesale Marketing and Brand Development at Moen Inc.
- Geoff Molson to Molson Coors Brewing Co. As Vice President, Customer Marketing and Events (Quebec)
- Deborah Newman to Porter Airlines as Director of Human Resources and Community Relations
- Andrew Pierce to Porter Airlines as Director of Sales and Marketing
- Terry Spyropoulos to Volvo as Vice President, Marketing
- Judith Wheeler to DaimlerChrysler Canada as Vice President Marketing
- Kurt Whitnell to Maple Leaf Foods as Vice President, Compliance
- Derek Woods to Wrigley Canada as Vice President Sales

## Stock activity

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**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

- Luc Bachand promoted to Vice-Chairman, Investment Banking Group at BMO Nesbitt Burns
- Yvan Bourdeau promoted to Chief Executive Officer and Head, Investment Banking Group at BMO Nesbitt Burns
- Mary Forrest promoted to Executive Vice President at Munich Reinsurance Company, Canada (Life)
- Gail Harding promoted to Vice President, General Counsel and Corporate Secretary at Canadian Western Bank
- Murray Haubrich to Community Savings as President & Chief Executive Officer
- David Holm to Provident Energy Trust as Executive Vice President, Finance and Strategy
- Michel Hurtubise to Société Générale as Managing Director, Corporate Investment Banking (Calgary)
- Yvon Jeghers to Société Générale as Managing Director, Corporate and Investment Banking
- Richard Letarte promoted to Vice President, Quebec and Caribbean at Munich Reinsurance Company, Canada (Life)
- Frederick Mifflin promoted to Vice-Chair and Global Head of Investment and Corporate Banking at BMO Nesbitt Burns
- Lloyd Milani promoted to Vice President, Individual Life at Munich Reinsurance Company, Canada (Life)
- Thomas Milroy promoted to Co-President at BMO Nesbitt Burns
- Ed Moré to Société Générale as Managing Director, Head of Oil and Gas for Société Générale (Calgary)
- Bernard Naumann promoted to Actuarial Services Vice President at Munich Reinsurance Company, Canada (Life)
- David Stanton promoted to Chief Risk Officer at The Canadian Depository for Securities Limited
- Lloyd Steinke promoted to Leader, Global Strategy Project at Munich Reinsurance Company, Canada (Life)
- Eric Tripp promoted to Co-President at BMO Nesbitt Burns
- David Wexler to CPP Investment Board as Vice President, Human Resources

## Stock activity

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## **INTERNET SERVICES**

*Courtesy of Mandrake*

### Appointments

## Stock activity

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## **MEDIA**

*Courtesy of Mandrake*

### Appointments

- Mike Carney to SavvyMom Media Inc. as Director of Advertising Sales
- Lynn Chambers to Transcontinental Media as Group Publisher, Canadian Living and Homemakers Magazines
- Jan Di Clemente to Cineplex Media as Executive Director of Sales
- Julie Di Gironimo to Northern Lights Direct Response Television as Media Director
- Gabrielle Free to CHUM Limited as Director of Communications for CHUM Television Music and Youth Services
- Claude Galipeau to Alliance Atlantis Communications as Senior Vice President, Digital Media, Content Group
- Gayle Grin promoted to Managing Editor, Design & Graphics at The National Post
- Jonathan Harris promoted to Online Director, Executive Editor at The National Post
- Nancy Hoi Bertrand to Bowne Financial Print as Vice President, Corporate Development and Sales
- Ian Karleff promoted to Deputy Managing Editor of the Financial Post
- Bill McDonald to Metro Toronto Newspaper as Publisher
- Shelley Middlebrook to Rogers Publishing as Publisher, Hello Canada Magazine
- Lisa Nash to Sweetspot.ca as Director of Sales and Business Development

## Stock activity

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**Email Us** and let us know what you think about our wrap up of stocks and appointments in the Media/Broadcasting/Publishing/Entertainment industries!

## **HEALTHCARE**

*Courtesy of Mandrake*

### Appointments

- Rui Avelar promoted to Chief Medical Officer at Angiotech Pharmaceuticals Inc. (Vancouver)
- Thomas Bailey promoted to Chief Financial Officer at Angiotech Pharmaceuticals Inc. (Vancouver)
- Robert Butchofsky to OLT Inc. as President
- Guy Chamberland to Victhom Human Bionics Inc. as Vice President, Clinical and Regulatory Affairs (Quebec City)
- Diana Conrad promoted to Vice President, Human Resources at GlaxoSmithKline Inc.
- Steve Gannon to Axcan Pharma Inc. as Senior Vice President and Chief Financial Officer
- David Hall promoted to Chief Compliance Officer at Angiotech Pharmaceuticals Inc. (Vancouver)
- Gary Ingenito promoted to Chief Clinical and Regulatory Affairs Officer at Angiotech Pharmaceuticals Inc. (Vancouver)
- Jacqueline Le Saux to Vasogen Inc. As Vice President, Corporate and Legal Affairs
- Stewart Reid to MDX Medical as Vice President of Marketing and Communications (Vancouver)
- George Roadman to avVaa World Health Care Products Inc. as President and COO
- Timothy Ruane promoted to President and CEO at Inex Pharmaceuticals Corp. (Burnaby, BC)
- Thomas Smith to United Pharmacist Enterprises Ltd. as Chief Executive Officer
- Kjell Steinberg to BioMS Medical Corp. as Chief Operating Officer (Edmonton)
- Leslee Thompson to Medtronic of Canada Ltd. as Vice President, Health System Strategies
- Paul VanDamme Chief Financial Officer and Vice President Finance at Vasogen Inc.
- Christopher Waddick promoted to Chief Operating Officer at Vasogen Inc.
- Tom Weber to CML Healthcare Inc. as Chief Financial Officer

## Stock activity

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**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

- Warren Jeffery promoted to Chief Operating Officer at Katz Group Canada Ltd. (Edmonton)
- Brian McLaughlin to Katz Group Canada Ltd. as Executive Vice President, Human Resources and Corporate Relations (Edmonton)
- Greg Schmidt to Petro-Canada as Senior Director, Government Relations (Calgary)
- Lora Tisi to Designer Depot as General Manager

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Gary Jarosz to PowerCart Systems Inc. as President and Chief Executive Officer
- Nick Lisi to EMC Canada as Managing Director
- Mark Porter to Shaw Communications Inc. as Senior Vice President, Human Resources (Calgary)
- Ella Stuart to Shaw Communications Inc. as Vice President, Taxation

### Stock activity

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## TELECOMMUNICATIONS

*Courtesy of Mandrake*

### Appointments

- Eros Spadotto promoted to Executive Vice President, Technology Strategy at Telus

### Stock activity

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