

# 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  
Human Resources

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



Mandrake

November  
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).
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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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### Marketing Hall of Legends Advance Tickets on Sale

The Marketing Hall of Legends (MHOL) names its six inductees who have made exceptional contributions within the Canadian marketing industry. The inductees were nominated by peers and selected by a panel of judges for their outstanding work in brand building.

MHOL recognizes its inductees in the categories of Visionaries, Builders, Enablers and Mentors. Each inductee will be celebrated during the annual MHOL gala on Thursday February 1, 2007 at the Granite Club in Toronto.

To purchase tickets, contact Dijana Cosic at Mandrake: (416) 922-5600 x 255, [cosic@mandrake.ca](mailto:cosic@mandrake.ca)

**Visionaries** - Great entrepreneurs who created enduring, valuable and iconic Canadian brands.

- Ted Rogers - President and CEO, Rogers Communications Inc.

**Builders** - Charismatic leaders who built and enhanced existing brands, and in doing so, increased the competitive nature of their organizations.

- George Cohon - Founder, McDonald's Restaurants of Canada Ltd. and Founder, McDonald's Russia
- Andrew Brandt - Former Chair and CEO, LCBO

**Enablers** - Marketing communications professionals with a proven history of providing excellent brand building expertise.

- Terry O'Malley - Former President and Creative Director, Vicker & Benson
- Jacques Bouchard (posthumously)- Founder, Publicité BCP

**Mentors** - Individuals who, through philanthropy or academic position, gave others the opportunity, inspiration or ability to pursue excellence in the Canadian marketing environment.

- Rupert Brendon - President and CEO, Institute of Communications and Advertising

The MHOL is made possible through its Premier Sponsors including: The American Marketing Association Toronto Chapter, Mandrake, Rogers, AC Nielsen, The Globe and Mail, CTV, and Marketing Magazine. For more information on the MHOL visit [www.marketinghalloflegends.ca](http://www.marketinghalloflegends.ca).

### About the Marketing Hall of Legends:

The Toronto Chapter of the American Marketing Association and Mandrake created the MHOL in 2004 to honour and celebrate the achievements of Canada's marketing professionals. Founding Friends, Sponsors, Executive Judges, nominators, committee volunteers, nominees and inductees all give time, talent and money to ensure the people, successes and vitality of the Canadian marketing profession lives on.

### Tony Altilia, President & CEO of Downtown Partners DDB, to speak at the next C Leader Access

**DATE:** Wednesday, November 29, 2006

**TIME:** 6:00 PM to 8:00 PM

**VENUE:** Downtown Partners

C-Leader Access is a speaker series designed to provide upcoming talent access to senior executives to facilitate learning about leadership. You will be inspired by the speaker's experiences and the lessons they have learned on their journey. C-Leaders are at the presidential level and are marketers by

training or at heart. They will share their travels with a relatively small group of young invitees at their location to deliver close access.

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

### **Partnership with BackCheck**

We are delighted to announce that we have signed an agreement with BackCheck, Canada's leading background checking organization. Their work focuses on standard Criminal Record Checks , Credit History Checks , Employment and Education Verifications in addition to third party comprehensive Background Reference Checks . While Mandrake continues to offer reference checks, BackCheck can either augment our work or be used as an independent source for these services .

### **NO MORE 'RED FLAG' RESUMES**

Many of our clients lament the days when you could get more than name, rank and serial number when checking references. They say that, with detailed references becoming more difficult to get, it is easier for candidates to embellish their employment histories or outright lie.

As a result, a growing number of companies are conducting background checks. According to The Society for Human Resources Management (SHRM) based in Alexandria, Virginia, 96% of companies now conduct some form of background checks on job applicants.

Studies in pre-employment background screening indicate that, in 30% of cases, background checks turn up red flags. These red flags range from more common ones, like candidates who are fudging job titles or leaving out prior employers, to the more unusual, like discovering that an Investment Advisor candidate was hundreds of thousands of dollars in debt due to bad investments, to the bizarre, like the candidate who created multiple identities so that his past criminal record wouldn't get in the way of his employment opportunities.

We have always believed that the more independent "looks" at a candidate's past you can attain, the greater your ability to more accurately predict future performance. Background checks certainly provide a much needed perspective.

BackCheck conducts over 35,000 criminal, credit education and reference checks monthly. If you would like more information on how background screening can benefit your organization please contact me at 416.922.5400x240

### **Tim Cork at the International MBA Conference?**

On November 1, 2006, Tim Cork, president of NEXCareer ([www.nexcareer.com](http://www.nexcareer.com)) was the keynote speaker at an International MBA Conference at the Metro Toronto Convention Centre.

Prior to the event, Tim was also featured in the Toronto Star:  
[http://thembatour.com/canada/2canada\\_Toronto.shtml](http://thembatour.com/canada/2canada_Toronto.shtml)

### **Mandrake Strengthens its Finance & Accounting Practice**

The Partners at Mandrake are pleased to announce that Agnieszka Janiewicz (AJ) has joined the organization as Consultant in the Finance and Accounting practice. AJ will continue to focus on the development and expansion of the Finance practice area at Mandrake where recent successful searches have included CFOs,VP of Finance, Director of Finance, Associates and Analysts in private equity and investment banking, as well as numerous positions specific to the Finance sector. [Click here](#) to access AJ's bio.

*"I am very excited to join this team of leaders and am looking forward to working with them while continuing to grow our finance practice."*  
AJ comment.

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. 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@destiny.me](mailto:quennell@destiny.me) or call 416-972-6843 x.826  
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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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](mailto:danis@mandrake.ca)

Normand Lebeau, CRHA  
Vice-Président Exécutif/Directeur Général Montréal  
Mandrake Groupe Conseil (Montréal)  
[nlebeau@mandrake.ca](mailto:nlebeau@mandrake.ca)

### **THE VIDEO RESUME: HAS THE TIME COME?**

by Kevin Wheeler

Corporations have been working hard to get us to buy their products and services for decades. Over the years, they have moved from print and billboards to television and movies.

They have learned to be sophisticated and fun. In fact, many of us e-mail our friends funny and entertaining advertisements. Lots of people watch the Super Bowl just because of the commercials that corporations spend millions of dollars preparing.

Yet the only way an individual has had to brand themselves to a prospective employer is by creating a resume. And let's face it: the resume is almost always a boring document that resembles the price sticker on a new car more than a promotional flyer. Lots of detail, but not much sizzle!

Click below to learn more about the new way to market yourself to top employers:  
<http://www.ere.net/articles/db/02FEE6D607B142E68D2F80310EDBCCEC.asp>

### **FROM CRISIS TO CONTROL: NEW STANDARDS FOR PROJECT MANAGEMENT**

by Michael Stanleigh

Metrics and best practices for project management are few and far between, which is one reason why many projects fail. One of the main problems, this author argues, is that the projects are not aligned with organizational goals. From creating a Project Management Office to establishing and codifying best practices,

the author has sound suggestions for making a project undertaken a project that succeeds.

Click on the link for the full article:

[http://www.iveybusinessjournal.com/view\\_article.asp?intArticle\\_ID=624](http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=624)

## **DEALING WITH CYBER SLACKERS**

by Christopher Cornell

The rampant Web surfing in one federal department highlights the need for a clear Internet-use strategy tied to monitoring systems, employee education and referrals to employee-assistance programs. "Egregious" and "alarming" were just two of the adjectives used by Earl Devaney, the U.S. Interior Department's inspector general, to describe the online behaviour of department employees. His scathing report revealed that staffers have been spending thousands of hours a week visiting unauthorized and non-job-related Web sites.

An internal investigation showed that, in one week, 7,700 employees made more than 1 million visits to game and auction sites and more than 4,700 log visits to sexually explicit and gambling Web sites, according to the report.

Click below for the full article:

<http://www.hreonline.com/HRE/story.jsp?storyId=7703529>

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

- Rob Alexiou to Logosbrands as Chief Innovation Officer
- Bill Baker to Envisioning + Storytelling as Partner, Executive Vice President (Vancouver)
- Colin Brown to Cossette Toronto as Senior Art Director
- Kelly Carter promoted to Associate Media Director at Jeffrey Simbrow Associates Inc.
- Rob Davidson to BuildDirect as Vice President, Marketing (Vancouver)
- Chris Ferneyhough to Angus Reid Strategies as Vice President (Vancouver)
- Michael Gramlow to Dentsu Canada as Creative Director, Interactive
- Tom Greco to Cossette Toronto as Senior Writer
- Paul Greenberg to The Collective as Vice President, Client Services
- Mike Kasperski to Zync Communications as Art Director
- Regina Kulikowski promoted to Vice President, Strategic Planning at Jeffrey Simbrow Associates
- Elaine Kunda to RedCity Search as President and Chief Executive Officer
- Bob Lopinski promoted to Leader of Public Affairs at Hill & Knowlton Toronto
- Lynn Mayer promoted to Vice President, Communications and Strategy at ZenithOptimedia
- Tyler Mazereeuw to IMG Canada as Director, Corporate Sponsorship
- Pete McLeod to Carlson Marketing as Senior Copywriter
- Bert Meulman to The Collective as Senior Art Director
- Jane Murray to Ogilvy Toronto as Associate Creative Director
- Julie Myers promoted to Senior Vice President, General Manager at ZenithOptimedia (Toronto)
- Bryan Pearson promoted to President and Chief Executive Officer at Alliance Data
- Michael Polonsky promoted to Senior Vice President of Creative Services at Equicom Group
- Ivan Pols to Ogilvy Toronto as Associate Creative Director
- Luli Radfaher to Henderson Bas as Executive Creative Director
- Debra Renaud to Zync Communications as Director of Client Relationships
- Gordon Ross to Carlson Marketing as Senior Director Client Strategy & Insight
- Richard Sandor to DDB Canada as Managing Director (Vancouver)
- Pierre Sauvé to Consumer Impact Marketing as Director of Client Services (Montreal)
- Andrew Simon promoted to Senior Vice President and Creative Director at DDB Canada
- Jane Tang to Angus Reid Strategies as Vice President of Analytical Intelligence (Calgary)
- Susan Tyndall to Manning Selvage & Lee as Senior Vice President, Head of Consumer Practice
- Krista Webster promoted to Creative Director at Manning Selvage & Lee
- John Yorke to GJP Advertising as Executive Vice President, Interactive and Integration

### Stock activity

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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

- Andrew Barrett to LG Electronics Canada as Vice President Marketing
- Marc Beaudoin to Reebok Canada Footwear and Apparel as Group Sales Director
- Shelley Fisher to Reebok Canada Footwear and Apparel as Marketing Director
- Sumit Luthra to Effem Canada as Director of Marketing
- Koji Soga to Mitsubishi as President and Chief Executive Officer

### Stock activity

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Wayne Bingham to Superior Plus Income Fund as Executive Vice President and Chief Executive Officer
- John Breen to CPP Investment Board as Vice President, Head of Funds and Secondaries
- Sue Dabarno promoted to Chief Executive Officer at Richardson Partners Financial Limited
- Francisco Da Rocha Campos (Xiko) to AMEX Bank of Canada as Vice President, Consumer and Small Business Products
- Camillo (Cam) di Prata to National Bank Financial as Executive Vice President & Managing Director, Head of Corporate and Investment Banking
- Jim Houston to Davis-Rea Ltd. as Senior Vice President
- David LeGresley promoted to Vice Chair, Group at National Bank Financial
- Anne MacMicken to Newalta Income Fund as Director, Investor Relations
- Daniel McAtee to Tree Island Wire Income Fund as President, Chief Executive Officer and Trustee (Richmond, BC)
- James McPhedran promoted to Managing Director and Head, Private Client Group at Scotiabank
- Luke Pollard to MasterCard Worldwide as Client Business Leader, Canada
- Robert Redhead promoted to Executive Director, Government Affairs at Newalta Income Fund
- Bruce Smith to ED Smith Income Fund as Executive Vice President and Chief Financial Officer
- Rob Vanderhooff promoted to Chief Executive Officer at Greystone Managed Investments
- Tag Watson promoted to Vice President, Communications at Newalta Income Fund
- Greg Yuel promoted to President at PIC Investment Group

### Stock activity

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## INTERNET SERVICES

*Courtesy of Mandrake*

## Appointments

- Sean Dalton to MOXXI Medical as Chief Executive Officer (Montreal)

## Stock activity

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## **MEDIA**

*Courtesy of Mandrake*

### Appointments

- Kirk Allen promoted to Senior Vice President, Advertising Sales at CanWest MediaWorks Publications Inc.
- Nancy Kent promoted to Publisher, The Medical Post and Executive Publisher of the Medical Group (division of Rogers)
- Dave Kruse to Metro Ottawa as Publisher
- Eldon Mascoll to Sparks Productions as Director of Sales and Marketing
- Orietta Minatel to Rogers Consumer Publishing as Publisher, Flare magazine
- Andrea Mulholland to SavvyMom Media as Director of Sales and Business Development
- Alexandra Panousis to CBC as Director of Marketing
- Mary Powers to Bell Globemedia as Senior Vice President, Corporate Communications
- Michael Presley to CBC as Director, Business Reporting and Analysis
- Suzanne Rait to The Toronto Star as Managing Director, Advertising Effectiveness
- Jennifer Reynolds to the Canadian Family as Editor-in-Chief

### Stock activity

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## **HEALTHCARE**

*Courtesy of Mandrake*

### Appointments

- James Alexander to Jewish General Hospital as President (Montreal)
- Jaques Archambault promoted to Vice President, Cardiovascular & Metabolism Business Franchise at Novartis Pharmaceuticals
- Raymond Barnard to Dynacare Kasper Medical Laboratories as Chief Financial Officer
- Jerry Bisson to Children's Hospital of Eastern Ontario as Senior Vice President, Chief Financial Officer
- Simon Chapman to Carillion Canada Inc. as Senior Vice President, Infrastructure Development
- Rita Doramajian promoted to Director of Sales and Marketing at Bristol-Myers Squibb
- Dianne Doyle to Providence Health Care as President and Chief Executive Officer (Vancouver)
- Rheta Fanizza to Saint Elizabeth Health Care as Senior Vice President
- Nick Foster to BC Centre for Disease Control as Chief Operating Officer
- Loic Freret promoted to vice President of Marketing at Bristol-Myers Squibb
- Brian Hilberdink to Novo Nordisk Canada as Director, Diabetes Care Marketing
- Gaétan Huneault to Pangaea Group of Companies as Director, Pangaea Customized Consulting
- Maryanne Ingram promoted to Director, Strategic Initiatives at Dynacare Kasper Medical Laboratories
- Craig Ivany to Dynacare Kasper Medical Laboratories as Vice President, Regional Services
- Simon Jay to Pangaea Group of Companies as Consultant
- David Killien to Pangaea Group of Companies as Director, Pangaea Trade & Logistics
- Vince Lamanna promoted to President at Novo Nordisk Canada Inc.
- Patricia Manzi promoted to National Director, Health Policy at Novartis Pharmaceuticals
- Andrew Mathers to Prism Healthcare Intelligence as Director of Market Research
- Linda Moxley to Syneron as Vice President, Consumer Care
- Stuart Murray to St. Boniface Hospital & Research Foundation as President & Chief Executive Officer (Winnipeg)
- Marquis Nadeau promoted to Director, Market Access, General Medicines at Novartis Pharmaceuticals
- Jason Pincock promoted to Vice President, Corporate Development at Dynacare Kasper Medical Laboratories
- Wes Pringle promoted to Vice President & General Manager, Canada & Caribbean at Pfizer Consumer Healthcare
- Dr. Jennifer Rice to Dynacare Kasper Medical Laboratories as Medical Director
- Scott Rogers promoted to Associate Director of Scientific Operations at Novartis Ophthalmics
- Michael Siau promoted to Brand Director, Galvus at Novartis Pharmaceuticals
- Nathalie Theoret promoted to Director, Compliance at Bristol-Myers Squibb
- Josée Thérien promoted Director of Marketing, Avapro/Avalide at Bristol-Myers Squibb

- Eric Tse promoted to Associate Director of Marketing at Novartis Ophthalmics

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## RETAIL

*Courtesy of Mandrake*

### [Appointments](#)

- Dinesh Divakaran to Home Depot as Director, Global Sourcing
- Mark Foote to Loblaw Companies Limited as President and Chief Merchandising Officer
- Larry Gregson to Fallsview Casino Resort and Casino Niagara as Vice President Marketing
- Peg Hunter to Home Depot of Canada as Senior Director of Marketing and E-Commerce
- Jeff Robinson promoted to Vice President, Operations at McDonald's Restaurants of Canada
- Marty Tenenbaum to Cineplex Media as Director of Sales, Special Media
- Karen van Hunnik to The Forzani Group as Director, Corporate Marketing (Calgary)

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## TECHNOLOGY

*Courtesy of Mandrake*

### [Appointments](#)

- Peter Diedrich to TBayTel as President and Chief Executive Officer
- Sarah Simpson to Mighty Digital, Direct + Design as Managing Director
- Craig Wallace to Brandimensions as President and Chief Executive Officer

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## HUMAN RESOURCES

*Courtesy of Mandrake*

### [Appointments](#)

- Angela Anderson to Dynacare Kasper Medical Laboratories as Director Human Resources

### [Stock activity](#)

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