

# InterViews Online

provided by Mandrake



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October 2006

## 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.

- 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 Announces its 2007 Inductees

*Canadian marketing professionals recognize six industry leaders*

The Marketing Hall of Legends (MHOL) proudly reveals the names of 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.

"The 2007 inductees are an extraordinary group of individuals who represent the best in the Canadian marketing arena," says Jim Warrington, MHOL Co-Chair and President of Fantail Communications.

"Our voters and judges certainly put a lot of thought and effort into the nominations and selections," says Stéfan Danis, MHOL Co-Chair and CEO/Chief Talent Officer of Mandrake. "We look forward to honouring these six talented and deserving individuals at our gala event."

MHOL recognizes its six 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.

**Stéfan Danis to speak at the C Leader Access****DATE:** Tuesday, October 24, 2006**TIME:** 6:00pm – 8:00pm**VENUE:** Mandrake, 55 St. Clair Avenue West, Suite 401 Toronto, ON M4V 2Y7

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.

Stéfan is Chief Talent Officer & CEO at Mandrake ([www.mandrake.ca](http://www.mandrake.ca)). He holds similar roles with NEXCareer ([www.nexcareer.com](http://www.nexcareer.com)), DestinyME ([www.destinyme.ca](http://www.destinyme.ca)), and FirstHCM ([www.firsthcm.com](http://www.firsthcm.com)). These firms operate in the Search, Career Transition, Talent Management, and Human Capital Management businesses, nationally. Mandrake is also a member of IESFED ([www.iesf.com](http://www.iesf.com)), the world's largest federation of search firms. He is listed in the Who's Who in Ontario, and is a member of YPO (Young Presidents Organization). [Click here](#) for the full bio.

Attendance for this event is free of charge. Register now as there is limited number of seats.

To register, [click here](#).

**Tim Cork, President of NEXCareer, is speaking to the SCNETWORK in December****TOPIC:** HOLIDAY SOCIAL: RULES TO WIN THE NETWORKING GAME!**DATE:** Wednesday, December 06, 2006**TIME:** 5:00 PM to 8:00 PM**VENUE:** Downtown Toronto Board of Trade

Tim Cork, President of NEXCareer, will be speaking to the SCNETWORK Group (the largest Senior HR Network Group in Canada). The main sponsors of this event are some of the biggest competitors in the outplacement business. The Strategic Capability Network ([scnetwork.ca](http://scnetwork.ca)), formerly known as the Canadian Human Resource Planners (C.H.R.P.), helps leaders throughout organizations achieve competitive strength through people, by providing a forum for leading-edge thinking and practice on integrated human resource management. Visit them at: [www.scnetwork.ca](http://www.scnetwork.ca).

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

**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.

AJ Commented: *"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."*

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:

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- 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

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.

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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)  
[nlebeau@mandrake.ca](mailto:nlebeau@mandrake.ca)

## THE ART OF WORK

by Ann Marsh

What would happen if the best moments of your life happened at the office? That would be "flow," and thanks to a guy with an unpronounceable name, more and more businesses want to know about it.

In the words of American psychologist Mihaly Csikszentmihalyi:

*"It is what the sailor holding a tight course feels when the wind whips through her hair....It is what a painter feels when the colors on the canvas begin to set up a magnetic tension with each other, and a new thing, a living form, takes shape...."*

Csikszentmihalyi spent hours interviewing and observing exceptionally creative people, including leading chess players, rock climbers, composers, and writers, and normal folks as well, as they did their work. He also developed a unique research tool called Experience Sampling Method, in which his study subjects carried pagers for a week at a time. Beeped randomly eight times throughout the day, they wrote down what they were doing and feeling right at that moment.

Click on the link below to read more on Csikszentmihalyi's findings:

<http://www.fastcompany.com/magazine/97/art-of-work.html>

## ARE WE READY FOR SELF-MANAGEMENT?

Forum by James Heskett

In the early 1990s, Taco Bell's management was faced with a dilemma. It wanted to create thousands of new locations, including stores and kiosks, at which its line of Mexican-themed products could be sold. At the same time, it was experiencing a shortage of capable managers in a fast-food industry known for low-paying management jobs. One part of the solution was to create fewer, higher-paying management positions. The other was to train thousands of entry-level workers at its stores to manage themselves. This enabled Taco Bell to assign one manager to several stores and to increase the "span of control" for area managers from ten or so units to several times that many.

Are sufficient numbers of entry-level employees ready for self-management, especially if it requires the application of new technologies to help them perform jobs such as interviewing and hiring new team members or ordering supplies and managing inventories? More important, is management ready for this?

For the full forum and reader comments, please click here:  
<http://workingknowledge.hbs.edu/item/5507.html>

## **WINNERS DON'T DEPEND ON 'ATTA-BOYS'**

by Ramon Greenwood

There is no escaping the fact that everyone wants to be appreciated for doing a good job. "Atta-boys" are important to our self-esteem and effectiveness. A nationwide survey showed that appreciation ranks number one among the five most desired rewards for work. But the higher we climb up the career ladder the more scarce compliments become.

Winners in the world of work understand and deal with the reality of this paradox. As you climb up the slippery slope there are fewer people to pay you compliments. Subordinates are reluctant to tell you that did a good job for fear they will be seen as "polishing the apple," to put it in polite terms. Besides, they are apt to think you don't need encouragement. And, of course, envy may play a role.

To get tips on how to deal with 'Atta-boys' and how to refrain from becoming one, please visit:  
<http://www.careerknowhow.com/advancement/praise.htm>

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**

- Andrew Bailey promoted to Senior Vice President at Proximity Canada
- Micheal Bispo promoted to Associate Media Director at Wasserman & Partners Advertising (Vancouver, BC)
- Craig Bond promoted to Partner, Chief Creative Officer at B Street Communications
- Trent Burton to Taxi Calgary as Co-Creative Director (Calgary, AB)
- Karin Campbell to GJP Advertising as Director of Public Relations
- Jonathan Careless to TBWA\Toronto as Senior Writer
- Rosemary Colucci to Ward Health Strategies as Vice President of Alliance Development
- Sheila Corriveau promoted to Partner and Global Network Director at Porter Novelli
- Stephen Davis promoted to Vice President, Media Services at Marketel
- Catherine Dunlop to Y&R Toronto as Creative Channel Director
- Lisa Eaton promoted to Managing Director at Nielsen Media Research
- Elizabeth Goldenshtein to Environics Communications as Senior Consultant, Consumer Practice
- Suzanne Hicks to Hill & Knowlton as Senior Consultant
- Robert Hocking to Y&R Calgary as Senior Vice President and Managing Director (Calgary, AB)
- Marketa Krivy to Zig Inc. as Art Director
- Dré Labre promoted to Creative Director at Tribal DDB Canada
- Kyleen Labreche to BOS Toronto as Media Planner
- Paula Lash to Hill & Knowlton as Vice President, Group Leader of Marketing Communications Group
- Ed Morawski to Angus Reid Strategies as President
- Monique Morden to Angus Reid Strategies as Senior Vice President of Client Services, Managing Director for Western Canada (Calgary, AB)
- Michel Moreau to Astral Media Outdoor as Director of Operations
- Vicki Orlewicz promoted to Vice President, Group Account Director, Interactive at Proximity Canada
- Keli Pollock to Taxi Calgary as Co-Creative Director (Calgary, AB)
- Tonisha Robinson to Environics Communications as Consultant, Technology Practice
- Matt Roth to GCI Group as Consultant, Technology and Corporate Practice
- Hayes Steinberg to MacLaren as Group Creative Director
- John Tisdall to BBDO Toronto as Head of Design
- Leslie Whitelaw to Hill & Knowlton as Senior Consultant
- Len Wise promoted to Executive Vice President and General Manager at OVE Design and Communications

### **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

- Lee Andrews promoted to President at Dare Foods Limited
- Steven Carter promoted to Vice President, Finance at S.C. Johnson and Son
- Michael Lines to Cadbury Adams as Director Customer Business Development, Retail
- Amanda Minacs to Hershey Canada as Director Consumer Insight & Research
- Susan Rankin promoted to Vice President, Product Supply at S.C. Johnson and Son

### Stock activity

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Dana Ades-Landy to Laurentian Bank of Canada as Senior Vice President, Major Accounts and Commercial Lending (Quebec)
- Irshaad Ahmad to Russell Investments Canada as President and Managing Director
- Wayne Bigby to Kingsdale Shareholder Services as Executive Vice President
- Lesley Brown to Custom House as Vice President, Canadian Corporate
- David Casper to BMO Capital Markets as Executive Managing Director and Co-Head, Investment and Corporate Banking US
- Dean Connor to Sun Life Financial as Executive Vice President, United Kingdom and Reinsurance
- Sandra Hanington to BMO Financial Group as Executive Vice President, Customer Strategies and Marketing
- Nick Hurst promoted to Vice President at The Equicom Group Inc. (Calgary, AB)
- Claude Leblanc to ESI Canada as Vice President (Montreal, PQ)
- Michel Malo promoted to Executive Vice President, Hedge Funds at Caisse de dépôt et Placement du Quebec
- Susan McCord to Russell Investments Canada as Head, Marketing and Communications
- Richard McKenney to Sun Life Financial as Executive Vice President and Chief Financial Officer
- Edmée Métivier promoted to Executive Vice President, Financing and Consulting at BDC
- Boris Novansky to Sprott Securities as Director, Mergers & Acquisitions
- Luc Paiement promoted to Co-President and Co-Chief Executive Officer at National Bank of Canada
- Richard Pascoe promoted to Co-President and Co-Chief Executive Officer at National Bank of Canada
- Christian Pestre promoted to Executive Vice President and Chief Strategist at Caisse de dépôt et Placement du Quebec
- Stephan Rajotte to Sun Life Financial as President, Asia
- Barbara Ross to Cumberland Private Wealth Management as Chartered Financial Analyst
- Yves Séguin to Interinvest Consulting Corporation of Canada as Senior Manager
- Linda Seymour promoted to Senior Vice President, Ontario Region at HSBC Bank Canada
- David Star to Pier 21 Asset Management Inc. as Founder, President and Chief Executive Officer
- Pamela Stumpp to Pallium Investment Management as Chief Credit Officer
- Anne-Marie Thomas to the Ontario Pension Board as Senior Vice President, Investments
- Jennifer Thompson to CPP Investment Board as Vice President and Head of Information Technology
- Louis Vachon promoted to Chief Operating Officer at National Bank of Canada

### Stock activity

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Leslie Andrachuk to Metroland Business Ventures as Director of Online Operations and Site Development
- Crispin Bailey promoted to Associate Director of Technology at Sympatico/MSN
- François Bédard to Sympatico/MSN as Associate Director of Sales
- Charles Beloff to CYBIRD Co. as Vice President of Mobile Promotions, Airborne Entertainment (Montreal, PQ)
- Stéphane Bossé to Canoe as Strategic Alliance Director (Montreal, PQ)
- Stephen Evans to Canoe as Vice President and Editor of Emerging Products (Montreal, PQ)
- Michael Freeman to Bell Sympatico as Director, VAS and Applications Product Management
- Hunter Madsen to Yahoo Canada as Director of Marketing
- Al Maitland promoted to Director of National Sales Toronto and Western Canada at Sympatico/MSN
- Janice Montessoro to Yahoo Canada as Senior Account Executive
- Kevin Pepper to Canoe as General Manager, Autonet.ca (Toronto, ON)
- Ray Philipose promoted to Director of Media Operations as Sympatico/MSN
- Joe Strolz promoted to Associate Director of Strategic Alliances in Quebec at Sympatico/MSN

### Stock activity

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Wayne Clark to APTN as Senior Program Officer (Winnipeg, MB)
- Caroline Connell to Rogers Media as Editor-in-Chief, Today's Parent Group
- Perry Di Iorio to Rogers Sportsnet as Director, Interactive Sales
- Rob Farina promoted to Vice President, Program Development at CHUM Radio
- Vern Freedlander to X2O Media as Vice President, Production (Montreal, PQ)
- Kerry French promoted to Vice President, Business Analysis at CHUM Radio
- Ed Galenzoski to CanWest MediaWorks Publications as Vice President, Vancouver Island Community Publishing Group
- Natalie Larivière to Transcontinental Media as President
- Rob Leuschner to CanWest MediaWorks Publications as Vice President, Community Publishing Group
- Veronica Low promoted to Director of Business Development at Astral Media Radio
- John Milne promoted Senior Vice President, Business and Professional Publishing at Rogers Business and Professional Group
- Sue Sheridan promoted to Executive Director at Women in Film and Television - Toronto
- Susan Smythe-Bishop promoted to Senior Vice President, Publicity and Promotion at Alliance Atlantis Motion Picture Distribution
- Marty Tenenbaum to Cineplex Media as Director of Special Media Sales

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## HEALTHCARE

*Courtesy of Mandrake*

### Appointments

- Dr. Jaime Davidson to Generex Biotechnology Corp. as Consultant Medical Director
- Chris Dunsmuir to Novartis Consumer Health Canada as Director of Marketing
- Dr. Elizabeth Eisenhauer to the National Cancer Institute of Canada as President
- Dr. Denise Figlewicz to ALS Society of Canada as Director of Research
- Steve Gannon to Axcen Pharma as Senior Vice President and Chief Financial Officer
- Charles Gluchowski to Medicure Inc. as Vice President, Research and Development (Winnipeg, MB)
- Dawn Graham to Merck Frosst Canada Ltd. as President
- Dr. Jan Hux to Institute for Clinical Evaluative Sciences (ICES) as Interim President and Chief Executive Officer

- Dr. Andreas Laupacis to Li Ka Shing Knowledge Institute, St. Michael's Hospital as Director
- Dr. Sue Matthews to VON Canada as National Executive Director, Disease Management, Chief of Practice for Ontario
- Dr. Colin James McMillan to Canadian Medical Association as President
- David Montgomery to St. Peter's Health System as Senior Vice President of Finance and Knowledge Transfer and Chief Financial Officer
- Heather Nicolson-Morrison to Ontario Home Respiratory Services Association as Executive Director
- Pierre Noel to Pembroke Regional Hospital as President and Chief Executive Officer
- Mary Osinga to Ontario Paramedic Association as President
- Chris Power to Capital Health as President and Chief Executive Officer (Halifax, NS)
- Marian Walsh to Women's College Hospital as Interim President and Chief Executive Officer

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## RETAIL

*Courtesy of Mandrake*

### Appointments

- Nancy Cogger to Prizm Brands as Chief Marketing Officer
- Kevin Edwards to Grand & Toy as Vice President Marketing
- David Hederson promoted to Senior Vice President and Chief Financial Officer at McDonald's Restaurants of Canada Ltd.
- Jason Pechet to Mayfield Hospitality Inc. as President
- Sean Durfy promoted to President at WestJet Airlines
- Jennifer Yamamoto to Blacks Photography as Director Brand Marketing

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Benoît Brossoit promoted to Senior Vice President, Service Centres and Operations at Pratt & Whitney Canada
- Manon Brouillette promoted to Senior vice President of Marketing for Content and New Product Development, Consumer Division at Videotron
- Joseph Brown promoted to Vice President, Finance at MOSAID Technologies
- Glenda Dorchak to Intrinsyc Software International Inc. as Chief Executive Officer (Vancouver, BC)
- Dr. Franz J. Fink to Genum Corporation as President and Chief Executive Officer
- Sébastien Gignac promoted to President and Chief Executive Officer at ART Advanced Research Technologies Inc.
- François Isabel promoted to Vice President, Sales and Marketing at Amadeus International
- Deborah Lithwick to Bell Mobility as Vice President, Marketing Communications
- James Powell to Rogers Wireless as Director of Marketing, Ontario Region
- Matt Roth to GCI Group as Consultant, Technology and Corporate Practice
- John Saabas promoted to Executive Vice President at Pratt & Whitney Canada
- Darrell Snow to Blast Radius as Vice President of Technology and Chief Architect
- Michael Snow to Omron Electronics as President, Omron Canada Inc.
- Michael Vladescu promoted to Vice President, Patents at MOSAID Technologies

### Stock activity

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## HUMAN RESOURCES

*Courtesy of Mandrake*

### Appointments

- Helen Bozinovski to Aviva Canada as Vice President, Business Partnering
- Rodney Case to Mercer Management Consulting as Principal
- Suzanne Marineau to Genworth Financial Canada as Vice President, Human Resources
- Ian Pinto to Shorewood Packaging as Human Resources Manager
- Zahid Salman to AON Consulting as Senior Vice President, Canadian Business Strategy
- Marion Salmon to CBC as Vice President, Human Resources
- Ted Salter to AON Consulting as Executive Vice President, Central & Western Region

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