

# InterViews Online

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Mandrake

April 2007

## 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).
- 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.*

### **Chris Jordan to host Marketing Hall of Legends' May 2nd C-Leader Access**

Chris Jordan, President and CEO of Y&R Canada, will hosts MHOL's legacy initiative in May.

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.

Attendance is free with limited seating. Sign up now by completing the **registration form**. Please call 416-922-5600 ext 255 for more information. Interested in becoming a C Leader? Send us an e-mail at [cosic@mandrake.ca](mailto:cosic@mandrake.ca) and we will contact you.

### **New course offered at York University by Stéfan Danis called 'Me as a Brand'. Sign Up NOW!**

Fascinating course designed to help individuals currently searching for a role or ones who will in the future to be amongst the top 10% of job seekers.

The course is designed to empower those entering the workforce to bring clarity and best practices to their life long career journey, helping define a job that optimizes compensation while being a fit for their values, personality, goals, and experience. To sign up, please register using the last two pages of **this form** or call Daniela Ionescu @ 416.922.5600x243.

### **Bob Lank to speak at Interviewing for Talent**

Bob Lank, Managing Director of **FirstHCM** and Vice President of **Mandrake**, will speak at **Interviewing for Talent** on April 12 and 13 of 2007, in Toronto.

Highlights and Benefits:

- Examine how to be well prepared for and how to structure an interview
- Look at strategies that can be implemented to ensure that only the most qualified candidates reach the interview stage
- Examine the behavioural interviewing process
- Look at how to promote and sell your company while conducting a job interview
- Examine how to ensure equality in the interviewing process and avoid any potential liability
- Learn best practices for conducting successful interviews
- Look at best practices for making hiring decisions
- Get details on how to develop a comprehensive and accurate job profile
- Learn post-interviewing strategies that will enhance the recruitment process

Visit **Interviewing for Talent** for more details.

### **Mandrake Strengthens its CPG Practice**

The Partners at Mandrake are pleased to announce that Lori Hansford has joined the organization as Vice President of the Consumer Packaged Goods practice. Lori will be further developing the focus and expansion of the CPG practice area at Mandrake where recent successful searches have included

North American Director of Sales , National Sales Director & Vice President of Marketing.

Please [click here](#) for Lori's biography.

### **Integra, a leading national coaching firm, joins FirstHCM Capital Management**

The Partners of *First Human Capital Management* are delighted to welcome *Integra Enterprises*, Canada's leading corporate coaching organization to the FirstHCM family. Integra specializes in providing coaching solutions and learning programs to enhance individual and team performance within organizations.

Against the backdrop of a business environment characterized by rapid change, talent shortage, retention and performance issues, Integra Enterprises partners with proactive organizations. Integra's services include:

- Individual leadership coaching for individuals
- Business relationship coaching
- Conflict coaching
- Team coaching and
- On-site resident coaching

As the Canadian Regional Partner for **InnerCALL Global**, Integra also offers international coaching solutions for multi-national organizations to assure a consistent centralized approach across continents.

Retaining, engaging and developing the workforce through coaching initiatives effectively provides a clear competitive edge. Separately, Integra can also be hired by individuals. If you have an interest in hiring a personal coach, let us know.

If you would like more information on how coaching can benefit your organization please contact Bob Lank at 416-922-5400 x370

### **Marketing Hall of Legends: Nominations will Re-Open on May 15, 2007**

Our third annual sold-out MHOL gala was held at the Granite Club in Toronto on February 1st. Starting on May 15, you will have your say in who the 2008 Marketing Hall of Legends inductees will be. Stay tuned for updates.

Inductees for 2007:

#### **Visionaries**

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

#### **Builders**

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

#### **Enablers**

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

#### **Mentors**

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

Beside nominating, you too can become part of the MHOL's many initiatives. Contact us to become a member of the planning committee, or if you are interested in becoming a mentor, a speaker, or a participant in one of our Legacy Programs.

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

Legacy Programs: C Leader Access speaking series, Peer to Peer Leadership Exchange and the Mentor Program. More details at [http://www.marketinghalloflegends.ca/legacy\\_programs.php](http://www.marketinghalloflegends.ca/legacy_programs.php)

### **"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  
Visit our website at [www.destinyme.ca](http://www.destinyme.ca).

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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)

### ADVICE TO NEW MANAGERS

By Tom Schmitt and Arnold Perl

If you're in the early stages of your management career, there are some basic ideas that we want to pass on so perhaps you won't have to learn the hard way how to provide leadership to the people who work for you. As a manager, whether you know it or not, you're under constant scrutiny. Subordinates watch your every behaviour and make decisions on department, team, or company values based on that behaviour. Intense (but balanced) focus on the work and goals, seizing opportunities to learn more, and promoting subordinates' interaction with more senior executives or other leaders all are considered good by your subordinates. Not so good is sloppy behaviour, even off the job, shifting blame, or criticizing others personally.

Then suddenly, in less than two seconds, my opinion changed. Why? He blew a bubble with his gum, and popped it. Suddenly, he was no longer the accomplished, sophisticated business man who had grabbed my attention. One simple flaw tarnished his image. He dropped from leader to another face in the crowd, just that quickly.

Click below for the full article on how to sufficiently manage and what Golden Rules to follow:  
<http://www.businessknowhow.com/manage/simplesolutions.htm>

### 10 HOT JOBS FOR 2007

By Kathryn Tuggle

What are the hottest jobs for 2007?

Gerald Celente, Publisher of the Trends Journal, along with the team at TrendsResearch.com provided us with details on which industries are growing the fastest. Each job listing contains an explanation of the position, why it's hot for 2007, and suggestions for further topical reading from Fast Company articles from the past year. Some positions have a tech focus, some are design based, but they all share common ground: It takes a creative soul with an endless amount of determination and innovation to thrive in these fields.

Click below for the 10 hot jobs of 2007:  
[http://www.fastcompany.com/articles/2007/01/top\\_jobs\\_2007.html](http://www.fastcompany.com/articles/2007/01/top_jobs_2007.html)

### PREPARE FOR AN INTERVIEW

By Monster

Practice, practice, practice! The Virtual Interview contains interview questions ranging from puffball to killer that are typically asked of candidates in retail. This interactive section gives you the opportunity to test your answers in a safe environment so that when you are ready for the real thing, you can engage in a meaningful exchange rather than grope for a clumsy comeback.

Click below to begin your virtual interview:

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

- Maria Antonopoulos promoted to Vice President, Consumer Practice at Porter Novelli Canada
- Inder Bangari to Watt International as Senior Director Strategic Planning
- Hon. Don Boudria to Hill & Knowlton Canada as Senior Public Affairs Counsellor (Ottawa, ON)
- Ann Byberg promoted to Vice President, Director Creative Services at JWT Toronto
- Cosmo Campbell to Tribal DDB as Creative Director (Vancouver, BC)
- Bernd Christmas to Hill & Knowlton Canada as Leader, Aboriginal Affairs Practice
- Michael Davidson to DDB Canada as Vice President, Business Unit Director of the brand integrity group
- Chris Dorsey to Marketel as Vice President, Client Services (Montreal, PQ)
- Janet Gilfillan to Pareto Corporation as Vice President, Retail Solutions
- Cynthia Heyd to Taxi as Executive Broadcast Director (Toronto, ON)
- Brian Jamieson to Bristol Group as Vice President, Client Services (NB)
- Tim Kavander to Publicis Canada as Group Creative Director
- Sacha Lai-Svirk promoted to Creative Director at Osborn & Barr Canada
- Cynthia Littler promoted to Senior Vice President, Managing Director at Mijo
- Steven MacKinnon to Hill & Knowlton Canada as Vice President and Group Leader (Ottawa, ON)
- Grace Marquez to Delvinia Interactive as Creative Strategy Specialist
- Darko Martinovic promoted to Managing & Creative Director of Evolution Designworks at Tri-ad Graphic Communications Ltd.
- Leah Milroy to Zync as Senior Graphic Designer
- Bill Newberry to Publicis Canada as Group Creative Director
- Reneault Poliquin to Pixman Nomadic Media Inc. as Vice President, Sales and Marketing
- Chris Seguin to Carlson Marketing Canada as Creative Director
- Jeff Swystun to DDB Worldwide Communications Group as Director of Global 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

- John Ferris to Swiss Herbal Remedies Ltd. as Executive Vice President and Chief Operating Officer
- Jochen Frey to BMW Group Canada as Director of Corporate Communications
- Calvin Hwang to Danone as Director of Marketing

### Stock activity

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Richard Alexander to AltaGas Income Trust as Executive Vice President, Chief Operating Officer and Chief Financial Officer
- Karen Barkley promoted to President and Chief Executive Officer at ACE Canada
- Frédéric Bélanger promoted to President and CEO at Professionals' Fund Group
- Geoffrey Bledin promoted to Vice-Chairman at Equitable Group Inc.
- Kevin Cohen promoted to Vice President, Operations at Sentry Select Capital Corp.
- Wenzel Hoberg to CPP Investment Board as Vice President, Real Estate Investments
- Graeme Johnson to Kensington Capital Partners Limited as Managing Director
- Nancy Kent to Equitable Life as Director, Strategic Investment Marketing (Waterloo, ON)
- Serge Lacroix to CMC Markets as Regional Manager
- Brian Lang promoted to Vice President, Global Commercial Payments at MasterCard Europe
- Jim Little to RBC as Chief Brand and Communications Officer
- Andrew Moor to Equitable Group as President and Chief Executive Officer
- Michael Nobrega to OMERS as Chief Executive Officer
- Rick Rennie to MasterCard Canada as Vice President, Security & Risk Management
- Bruce Tucker promoted to Vice President, Trading at Sentry Select Capital Corporation
- David Wright to AltaGas Income Trust as Executive Vice President

### Stock activity

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Denis Amo to Geosign Corporation as Vice President, Business Development
- Marianne Borenstein to Points.com as Vice President, Product and Marketing
- Iuliana Calin to Rogers Media, Digital Group as General Manager, Personal Web
- Nadine Cheryk to RedCity Search as Director, National Sales
- Dean Del Vecchio to RedCity Search as Vice President, Sales
- Ken Dobell to DAC Digital as President
- Gary Fearnall to Cineplex Entertainment LP as Vice President, Interactive
- Loretta Levinson to Adbargains.com as Vice President of Marketing
- Brandon Nussey to Geosign as Chief Financial Officer
- Bernard Péloquin to E-Claim Solutions as Vice President of Sales & Marketing (Montreal, PQ)
- Jennifer Price to Sweetspot.ca as Director of Sales
- Amy Rae to RedCity Search as Director of Business Development
- Barry Yates to Blast Radius as Chief Operating Officer

### Stock activity

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Robert Attala promoted to Senior Vice President, Advertising at Sun Media Corporation
- Daniel Barbeau to Métro Montreal as Publisher
- Richard Bélanger to TV Plus Media as Director of Sales
- Serge Bellerose to TQS as Vice President of New Media and Corporate Affairs (Montreal, PQ)
- Mike Nesbitt to Toronto Sun as General Manager, New Media

### Stock activity

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## HEALTHCARE

*Courtesy of Mandrake*

### Appointments

- Maureen Adamson to Women's College Hospital as Chief Administrative Officer
- Santi Corsaro to Angiotech Pharmaceuticals as Vice President, Sales & Marketing (Vancouver, BC)
- Mary Ann Dillahunty to Oncolytics Biotech Inc. as Vice President of Intellectual Property
- Sterling Eddy to The Leading for Wellness Foundation as President, Chief Executive Officer and Director
- Derek Graham to Manitoulin Health Centre as Chief Executive Officer
- Dr. Michel Heyne to Biophage Pharma Inc. as Director, Beryllium reference lab
- Dr. David Hill to Lawson Health Research Institute as Scientific Director for the Institute and Vice President of Research
- Susan Horvath to Mount Sinai Hospital Foundation as President
- Dave Hughes to Soldier's Memorial Hospital as Chief Financial Officer (Orillia, ON)
- Glen Kearns to St. Joseph's Health Care, London Health Sciences as Integrated Vice President
- Paul Levesque to Pfizer Canada Inc. as President and Chief Executive Officer
- Dr. Bruce Pollock to American Association for Geriatric Psychiatry as President
- Dr. Robert Sutherland to Ontario Institute for Cancer Research as Vice President, Commercialization

### Stock activity

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## RETAIL

*Courtesy of Mandrake*

### Appointments

- Joanne Forester promoted to Vice President Marketing at Boston Pizza
- Pamela Griffith-Jones to Sears Canada as Chief Marketing Officer
- Stephen Plunkett promoted to Executive Vice President, Western Canada at Boston Pizza
- John Short to Cara Operations as Director of Business Transformation

### Stock activity

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Darren Edery to Adastra Corporation as Chief Executive Officer
- Bob Ell to Universal Measurement Solutions as Vice President of Sales & Marketing
- Klaus Mueller to Genum Corporation as Senior Vice President, Global 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 Technology industry!

## HUMAN RESOURCES

*Courtesy of Mandrake*

### Appointments

- Beth Corcoran to The Marketing Store as Director, Human Resources
- Malcolm Gabriel to Goodyear as Director, Human Resources (Nappanee, ON)
- Lori Gosling to Dominion of Canada Insurance Company as Director, Human Resources
- Suzanne Marineau to RioCan as Vice President, Human Resources

### Stock activity

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