

InterViews Online

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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.



June 2007

- 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.*

Marketing Hall of Legends: Nominations Are Open Until June 20, 2007

Our third annual sold-out MHOL gala was held at the Granite Club in Toronto on February 1st. Until June 20, you will have your say in who the 2008 Marketing Hall of Legends inductees will be.

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.

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

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>

Garry Lee of Cundari to Host MHOL's June 25th, 2007 C-Leader Access

Garry Lee, President of Cundari Integrated Advertising, will host MHOL's legacy initiative in late June: **C-Leader Access**

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 and we will contact you.

'Tapping the Iceberg' by Tim Cork is Now Available!

Tim Cork, President of **NEXCareer**, has recently published his first book: 'Tapping the Iceberg', already a national best seller. This book will help you tap into your unlimited potential through the Straight A's Philosophy: Attitude, Aptitude and Action.

To purchase 'Tapping the Iceberg', please visit **Amazon** or **Chapters.Indigo**.

Mandrake Strengthens its Marketing and Communications Practice

The Partners at Mandrake are pleased to announce that Danielle Heath has joined the organization as the Consultant of our Marcomm practice. Danielle will be further developing the focus and expansion of Marcomm practice area as she has a background in HR consulting and understands our customer's needs from a strategic viewpoint.

Please **click here** for Danielle'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

"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 or call 416-972-6843 x.826

Visit our website at www.destinyme.ca.

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

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.

To subscribe to InterViews Online, please click on the link below **subscribe**.

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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
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HOW DO MANAGERS THINK?

by Jim Heskett

Ask an artist how she creates a work of art, and chances are she can't tell you in a way that would enable you

to do it. Similarly, managers I've observed over the years have great difficulty dissecting how they make tough decisions.

Now we have an intriguing book, *How Doctors Think*, in which a practicing doctor, Jerome Groopman, describes brilliant diagnoses and treatments. The book is of particular interest because our colleagues at Groopman's institution, the Harvard Medical School, have evidenced a long-standing interest in business school-type case method techniques, including the development of an instructional program based on them.

Click here for the full article:
<http://hbswk.hbs.edu/item/5678.html>

LEADERSHIP IS NOT A DAY JOB

by Anthony F. Smith

As leadership studies have shown, a leader is someone who cares more, even when he or she is still a junior executive and not in a position of any authority. Some people argue that this is why they become leaders. Their caring, passion, and effort go a long way to distinguishing them on the job at every rung of the ladder.

Leaders can't understand why someone would not want to spend all of his or her time thinking about work, on and off the job. They don't get the person who has to go off fishing or mountain hiking or to the opera to feel good about life.

Are you a natural born leader? Find out more on what makes one by clicking here:
<http://www.businessknowhow.com/growth/leadership-taboos.htm>

IT'S NOT JUST WHO YOU KNOW

by David Lidsky

Amid all the chatter about user-generated content and Web 2.0, another class of Web services has been quietly gaining momentum. Call it the "professional Web": online services designed explicitly to help you manage your career and do your job better. LinkedIn, for one, has been adding 120,000-plus members a week and now has almost 10 million total. Users of Jigsaw have compiled more than 5.3 million business contacts, adding 12,000 a day.

As an experiment, I imported 1,200 contacts into LinkedIn. Of those, about 350 were already members. I contacted all of them and asked them to connect. More than 230 have done so. But more interesting was the full gamut of responses to my request. It ranged from "Who are you, again?" to being thrilled to reconnect.

Many people, justifiably, were protective of their contacts. "At some point, building a network just becomes an end in itself," was a recurring refrain, something I was clearly guilty of. Those folks understand LinkedIn's greatest value, and its greatest flaw: Let one pushy semi- outsider into your network, and you've polluted it.

For pros and cons of online networking tools, please see the link below:
<http://www.fastcompany.com/magazine/115/next-who-you-know.html>

We welcome your feedback on these articles. Please e-mail us at 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

- James Bateman promoted to Creative Director at Karacters Design Group (Vancouver, BC)
- Robert Brosseau to Ogilvy Healthworld as Vice President, Client Services (Montreal, PQ)
- Zdenka Buric to National Public Relations as Partner (Vancouver, BC)
- Jörg Cieslok promoted to Executive Vice President and General Manager at Titan Worldwide
- John Dean to AgFusion as Strategic Director (Winnipeg, MB)
- Michelle Di Rocco to Apex Public Relations as Senior Consultant
- Amy Diniz promoted to National Leader of Corporate Responsibility at Hill & Knowlton Canada
- Anne Farrer promoted to Managing Director at Karacters Design Group (Vancouver, BC)
- Michael Fogarty to Kaboose as Chief Revenue Officer
- Gillian Graham to Institute of Communications and Advertising as Chief Executive Officer
- Alison King promoted to President at Media Profile
- Dominique Lebel promoted to Executive Vice President at Cossette Communications Group (Montreal, PQ)
- Brett Marchand promoted to Executive Vice President at Cossette Communications Group (Toronto, ON)
- Ocean McCrindle to Watt as Senior Designer
- Chris Morales to Fuel Advertising as Vice President, Business Director
- Joel Muszynski to Ogilvy Healthworld as Art Director (Montreal, PQ)
- Rick Petersen to National Public Relations as Partner (Montreal, PQ)
- Samantha Richardson to DSA Media as Media Director (Langley, BC)

- Danielle Ruposati to National Public Relations as Partner (Toronto, ON)
- Carson Ting to Rethink as Art Director (Vancouver, BC)
- Jani Yates promoted to President at Institute of Communications and Advertising

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

- Harold Chizick to Mega Brands as Director of Promotional Marketing and Public Relations (Montreal, PQ)
- Philippe Meyersohn to MABE / GE Appliances as General Manager - Brand
- Robin Mitchell to WM. Wrigley's as Vice President Sales & Customer Marketing

Stock activity

Courtesy of Mandrake

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Phil Braginetz to Home Capital Group Inc. as Chief Financial Officer
- Kurt Brands to C.A. Bancorp as Vice President, Corporate Development
- Kevin Daniel to Co-Operators Life Insurance Company as Senior Vice President and Chief Operating Officer
- Diane Dubé promoted to Regional Vice President, Quebec at Export Development Canada (EDC)
- Hugh Gillard to Westwind Partners as Advisor
- John Hele promoted to Chief Financial Officer at ING Group
- Jayant (Jay) Kembhavi to Alberta Finance as Chief Administrative Officer, Alberta Investment Management
- Cary List promoted to President and Chief Executive Officer at Financial Planners Standards Council
- Bonnie Lysyk to Wawanesa Mutual Insurance Company as Vice President and Chief Financial Officer
- Dan Mancuso promoted to Regional Vice President, Ontario at Export Development Canada (EDC)
- Elizabeth Marin to BMO Capital Markets as Managing Director
- Kenneth McCrea promoted to President and Chief Executive Officer at Wawanesa
- Murray McLean to HSBC Investments (Canada) Limited as Head of Institutional Investments
- Hugh McLellan promoted to National Director, Strategic Business Planning Office at Aon Reed Stenhouse Inc.
- Paul Rooney promoted to Senior Executive Vice President at Manulife Financial
- Ron Smith to Resolve as Client Director - Banking
- Gerry Throop to National Bank Financial as Executive Vice President and Managing Director, Global Institutional Equities overseeing equities sales and trading in Toronto, Montreal, Vancouver, Boston, New York, London and Geneva
- Jake Trainor to C.A. Bancorp as Vice President, Corporate Development
- Larry Watson to Aon Reed Stenhouse Inc. as Regional Client Services Manager
- Bruce West to The Co-Operators as Senior Vice President and Chief Financial Officer
- Dan Wright promoted to Senior Vice President and Head, Wealth Management, International Banking at Scotiabank

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Todd Carville to NetShelter as National Sales Director
- Dottie Enrico to Kaboose as Publisher of Babyzone.com
- Stéfan St-Laurent promoted to General Manager, Micasa.ca at Canoe Network

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Stuart Morris to Magna Entertainment as Vice President Marketing
- Lorelei Oeming to Cineplex Media as Director of Sales for Famous Magazines
- Jeanette Wassung to M2 Universal as Associate Media Director

Stock activity

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Stephanie Brown promoted to Executive Director, Diabetes/Obesity/New Products Business Unit at Merck Frosst Canada
- Carole Desrosiers promoted to Director Portfolio Planning & Diversified Products at Pfizer
- Nathalie Drouin to Novartis Pharmaceuticals as Director of Sales Force Effectiveness
- Marilyn Emery to New Women's College Hospital as President and Chief Executive Officer (Toronto, ON)
- Catherine Fitzsimon promoted to Director, Therapeutic Areas, Respiratory/Neuroscience at Pfizer
- Mark Jones promoted to President and Chief Executive Officer at AstraZeneca Canada Inc.
- Jennifer Kohm to Child and Family Research Institute as Communications Director
- Guy Lallemand to Pfizer as Vice President, Therapeutic Areas
- Paul Lévesque to Pfizer Canada as President and Chief Executive Officer, Pharmaceutical Operations (Montreal, PQ)
- Marco Levigne promoted to Sales Director, Quebec/Atlantic at Novartis Pharmaceuticals
- Dr. Wendy Levinson to Sunnybrook Health Sciences Centre as Physician-in-Chief
- Jeff Lozon to St. Michael's Hospital as Chair, President and Chief Executive Officer
- Patricia Massetti promoted to Executive Director, Cardiovascular/Dyslipidemia Products Business Unit at Merck Frosst Canada

- Gaby Murphy to Novartis Pharmaceuticals as National Sales Director CVM
- Sylvie Périgny promoted to Director, Marketing Operations & Effectiveness at Pfizer
- Dr. William Reichman to Baycrest as President and Chief Executive Officer
- Gino Roy promoted to Brand Director, Diovan at Novartis Pharmaceuticals
- Dr. Gordon Rubinfeld to Sunnybrook Health Sciences Centre as Program Chief in Trauma, Critical Care, and Emergency Medicine
- Terry Sullivan to Cancer Care Ontario as President and Chief Executive Officer
- Patrick van der Loo promoted to Director, Therapeutic Areas, Urology/Pain/Inflammation at Pfizer
- Dr. Barbara Whyllie to Canadian Cancer Society as President and Chief Executive 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

- Tracey Fellows to Holt Renfrew as Vice President Marketing
- Steve Smith to Cara Foods as Chief Financial Officer

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- John Norris to Railpower Technologies as Vice President of Marketing and Sales
- Rahul Sharma to Freeplay Energy PLC as Vice President, Marketing and Internet Channel
- Roberto Drassinower to Brandimensions as President, Brand Protect

Stock activity

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Dr. Jack Barkin to Humber River Regional Hospital as Chief of Staff (Toronto, ON)
- Gabrielle Bochynek to St. John's Rehab Hospital as Chief Human Resources Officer (Toronto, ON)
- Michael Cloutier to AstraZeneca PLC as Vice President, Human Resources, Global Marketing
- Lori Diduch to William Osler Health Centre as Vice President of Human Resources

- Sharon Dunn to Hospitals of Ontario Pension Plan (HOOPP) as Director Human Resources
- Cindy Gorelle to Symcore Inc. as Senior Vice President, Human Resources
- Bruce Hannah to Gennum Corporation as Senior Vice President, Human Resources
- Denis Marceau to Loblaws as Vice President, Talent Management (Brampton, ON)
- Donna Matthews to Stantec Consulting as Human Resources Consultant
- Kathy Rohacek to CPP Investment Board as Human Resources Business Partner
- Nicole Vlamis to Gennum Corporation as Director Human Resources

Stock activity

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The information contained in "InterViews Online" and the opinions contained herein are not a complete analysis of every material fact respecting any company, industry or security. The information is based on sources believed to be reliable. Mandrake has not independently verified the facts, assumptions and/or estimates. In addition, opinions and estimates are subject to change without notice. Accordingly, no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information.

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