

InterViews Online

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A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
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Retail
Technology
Human Resources

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



Mandrake

May 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).
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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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Garry Lee of Cundari to Host MHOL's May 30th C-Leader Access

Garry Lee, President of Cundari Integrated Advertising, will host MHOL's legacy initiative in late May: **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.

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

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

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.

'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](#).

"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 or call 416-972-6843 x.826
Visit our website at www.destiny.me.

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.

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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

Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
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CREATING A POSITIVE PROFESSIONAL IMAGE

By Laura Roberts

People are constantly observing your behaviour and forming theories about your competence, character, and commitment, which are rapidly disseminated throughout your workplace," she says. "It is only wise to add your voice in framing others' theories about who you are and what you can accomplish."

There are plenty of books telling you how to "dress for success" and control your body language. But keeping on top of your personal traits is only part of the story of managing your professional image, says Roberts. You also belong to a social identity group that brings its own stereotyping from the people you work with, especially in today's diverse workplaces. You can put on a suit and cut your hair to improve your appearance, but how do you manage something like skin color?

Please click here for the complete article:
<http://hbswk.hbs.edu/item/4860.html>

WHY JOB SEEKERS SHOULD READ ANNUAL REPORTS

In this post-Enron era of mandated transparency, corporate annual reports offer greater insights to a broader range of stakeholders, not just investors. Though annual reports suffer from an excess of glossy prose and disclosures, savvy corporations realize that it's not just financial analysts and investors reading between the lines. Increasingly, job candidates are mining annual reports to better equip themselves for interviews and to gauge the corporate culture.

Click on the link to discover questions job seekers should keep in mind when reading an annual statement:
http://blog.fastcompany.com/experts/rweston/2007/04/why_job_seekers_should_read_an.html

FIVE WAYS TO STAY POSITIVE IN NEGATIVITY

By Julie Fuimano

It's easy to be positive in a positive environment. It's when things are emotionally draining and negative that you're challenged to behave differently. But you have the opportunity to be the beacon of light for others around you. By your actions and responses, you can demonstrate and teach others how to behave in an appropriate, positive and professional manner.

Positive energy catches on just as quickly as negative energy. Sometimes people are simply stuck in a habit or pattern of behaviour and are accustomed to acting a certain way. If the environment is really caustic, then it's what people are used to and may be all they know.

It takes some time and effort as well as a commitment to do something differently to create sustainable change. You must be willing to identify and stop tolerating what's not working, do the right thing even if it's initially unpopular and then teach others to do the same.

Click here for five ways you can be a positive force in your workplace:
http://content.monster.ca/10300_en-CA_p1.asp

We welcome your feedback on these articles. Please e-mail us at newsletter@mandrake.ca.

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Industry Review

A wrap-up of stock activity and major appointments, organized by industry.

COMMUNICATIONS

Courtesy of Mandrake

Appointment

- Joel Arbez to Wax as Art Director (Calgary, AB)
- Julie Atherton to Hill & Knowlton Digital as Worldwide Director (New York, NY)
- Frederic Bérard to HKDP Communications as Corporate and Financial Communications Advisor (Montreal, QC)
- Bruce Cannon to Vortxt Interactive as Director of Business Development for Mobile Business Tools
- Jessica Davidson to Environics Communications as Consultant, Finance Division
- Greg De Koker to Instinct Brand Equity as Partner, Associate Brand Coach
- Anil Dilawri to Hill & Knowlton Canada as Director of Investor Relations (Ottawa, ON)
- Jonathan Dunn to Vortxt Interactive as Director of Communications
- Sarah Elder to Onbrand as Director of Creative Innovation
- Reeshma Esmail promoted to Director of Sales, Olive Brand Response division at Olive Canada Network
- Caroline Fraser promoted to Director HKDP Communications (Montreal, QC)
- Jeff Galbraith to DDB Vancouver as Copywriter (Vancouver, BC)
- Daryl Gardner promoted to Associate Creative Director at DDB Vancouver (Vancouver, BC)
- Susanne Gossage promoted to Director of Operations at Media Profile
- John Hillbrich promoted to Global President of Agency Services at The Marketing Store (Chicago, IL)
- Jonathan Jungwirth to Wax as Art Director (Calgary, AB)
- Andrew Kamondy to Segal Licensing as Licensing Sales and Marketing Director
- Jean Kanan to HKDP Communications as Health & Pharmaceutical Director (Montreal, QC)
- Sylvie Lafrance to HKDP Communications as Communications Advisor, Health & Pharmaceutical industries (Quebec City, QC)
- Michael Lang to Pareto as Executive Vice President
- Mike Langdon to Environics Communications as Consultant, Finance Division
- Kieran Lawler promoted to Director at Media Profile
- Todd Mackie promoted to Associate Creative Director at DDB Canada
- Rick Matthews to Carlton Group Limited as Vice President, Client Services
- Clare McGoldrick to Wax as Senior Art Director and Designer (Calgary, AB)
- Chris Moore to DDB Vancouver as Art Director (Vancouver, BC)
- Marie Morneau to Marie Morneau Communications as Founder, President (Montreal, QC)
- Jennifer Neziol promoted to Senior Publicist, CBC Sports at Media Profile
- Sylvia Prentice promoted to Vice President, Media Services at MacKinnon Calderwood Advertising
- Jane Ragotte promoted to Senior Vice President, Digital Direct & Data Practice at The Marketing Store
- Graham Rapsey to McMillan as Creative Director
- Myra Reisler promoted to Senior Consultant at Media Profile
- David Ross promoted to Associate Creative Director at DDB Canada
- Denise Rossetto promoted to Associate Creative Director at DDB Canada
- Julienne Spence to Environics Communications as Consultant, Consumer Practice
- Avtar Takel to Downtown Partners as Senior Copywriter and Associate Creative Director
- Rachel Thexton promoted to Senior Consultant at Media Profile
- Doug Thompson promoted to President at The Marketing Store
- Chris Torbay to Yield as Senior Writer
- Russell Verbeeten promoted to Director of Product Development at Vortxt Interactive
- Paul Wallace promoted to Associate Creative Director at DDB Canada
- Gary Westgate to Downtown Partners as Group Creative Director
- Jill Yetman to Environics Communications as Senior Consultant, Technology Practice

Stock activity

Courtesy of Mandrake

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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

- Kathleen Campisano to Mega Brands as Executive Vice President and Chief Marketing Officer
- Daniel Barbagallo to Ferrero as Vice President Sales

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Kenneth Bennett promoted to President of Johnson Inc. and Unifund Assurance Company
- Chiara Borrelli promoted to Senior Vice President, Risk Policy at Scotiabank
- Harold Bridge to E.D. Smith Income Fund as Trustee
- Wendy Brodtkin to T. Rowe Price Group as Director, Canada
- Kevin Clarke promoted to Senior Vice President, International, Corporate and Commercial Banking at Scotiabank
- David Cook promoted to Senior Vice President, Actuarial at ENCON Group Inc.
- Ralph Currie promoted to Vice President, Casualty Division and Toronto Branch Manager at Commonwealth Insurance Company
- Tim Davies promoted to Senior Vice President, Canadian Property Division at Commonwealth Insurance Company
- Robert Fournier promoted to Senior VP, Enterprise Architecture and Methodology at Scotiabank
- Neil Glasberg to HSBC Financial Corporation Ltd. as Head of Mortgage Services and President and CEO of Invis Inc.
- Sarah Kavanagh promoted to Managing Director and Head, Equity Capital Markets at Scotiabank
- John Macdonald to OMERS as Executive Vice President and Chief Operating Officer
- Suresh Madan to Excalibur Limited Partnership as Executive Vice President and Portfolio Manager
- Anne McLellan to New Millennium Capital as Strategic Advisor
- James McLeod promoted to Managing Director and Head, Institutional Sales at Scotia Capital
- Terry Mitchell promoted to Executive Vice President and Chief Operations Officer at ACE Canada
- Denise Pickett promoted to President and CEO at American Express Canada
- Steve Pong promoted to Vice President, Group Products at The Empire Life Insurance Company
- Michael Rolland promoted to President at Borealis Infrastructure
- Firdos Somji promoted to Senior Vice President, International Banking at Scotiabank
- Andrew Spence promoted to Vice President and Chief Economist at Ontario Teachers' Pension Plan
- William Stugis promoted to Senior Vice President, Casualty Division at Commonwealth Insurance Company
- Diane Tarris promoted to Vice President, Canadian Property Division at Commonwealth Insurance Company
- Mike Vanderburgh to Newport Investment Counsel Inc. as Managing Director
- Robert Williams promoted to Vice-Chairman, Equity Capital Markets at Scotia Capital
- Barbara Zvan promoted to Senior Vice President, Asset Mix and Risk at Ontario Teachers' Pension Plan

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

- Stu Morris to Magna Entertainment as Vice President Marketing and Product Development
- Joseph Randazzo promoted to Vice President and Region Manager of Trade at News Marketing Canada

Stock activity

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Jane Adams to Surrey Memorial Hospital Foundation as Chief Executive Officer
- Chris Dennis to Angiotech Pharmaceuticals as Senior Vice President, Marketing
- Debbie Logel Butler to St. Peter's Health System as Vice President of Development (Hamilton, ON)
- Jackie Mann to Saskatoon Health Region as Vice President, Acute Care
- Malcolm Maxwell to Grand River Hospital as President and Chief Executive Officer (Kitchener, ON)
- Dr. David Poulin to Saskatoon Health Region as Vice President, Medical Affairs
- John Rea to CV Technologies as Vice President, Marketing and Communications (Edmonton, AB)
- Anne Robertson to Canadian Association of Medical Radiation Technologists as Director, Professional Practices

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Rolf Dinsdale to Jetstar Group as Vice President Marketing
- Melissa Evans-Lee to Orlando Corporation as Director of Marketing, Bayview Village Shopping Centre
- Natalie Henrie to Fox Harb'r Development Limited as Vice President, Sales & Marketing and Vice President Sales & Marketing, Jetport Inc. (NS)
- Daniel MacLellan to Fox Harb'r Development Limited as Chief Operating Officer, Fox Harb'r Golf Resort & Spa (NS)
- Kathy Van Ness to SEA Group as Executive Vice President, Chief Marketing Officer at SEA Group (Montreal, QC)
- Laila Zichmanis to Shoppers Drug Mart as Senior Vice President, Marketing

Stock activity

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Yves Plamondon to Opsens as Vice President, Sales and Marketing (Quebec City, QC)
- Olga Romero Marshall to Bell Mobility as Director, Direct Marketing
- David Whitten to Spotwave as Vice President Marketing

Stock activity

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Anne Berend to IBM Canada as Vice President Human Resources
- Dale Carnegie to National Express Corporation as Vice President, Human Resources
- Ruth Clark promoted to Global Chief Talent Director at Hill & Knowlton
- Janet Davidson to Trillium Health Centre as President and Chief Executive Officer
- Genevieve Fortier to McKesson Canada as Vice President, Human Resources
- Paul Hamilton to Rogers as Director Recruitment
- Steven Leonoff to Natrel Inc. as Director Human Resources, Agropur Division
- Francine McMullen to Russell Steel as Director of Human Resources

Stock activity

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