

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.



Mandrake

November
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.*

November C-Leader Access: Kerry Harris of Weber Shandwick Worldwide

Kerry Harris, Executive Vice President and General Manager Canada of Weber Shandwick Worldwide, will host MHOL's legacy initiative on **November 23, 2007**.

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. Register now by completing the **registration form**. Please call Dijana Cosic at 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.

Marketing Hall of Legends: 2008 Inductees Announced - Tickets Are Selling Fast, Buy Now -

We are happy to announce the following as our 2008 Inductees to the Marketing Hall of Legends:

2008 Visionaries:

Murray Koffler, Shoppers Drug Mart
Isadore Sharp, Four Seasons Hotels and Resorts

2008 Enablers:

Tony Chapman, Capital C
Bill Durnan, Cossette Communication Group

2008 Builders:

Peter Elwood, former Unilever
The late Ed Marra, Nestlé

2008 Mentor:

The late Peter Zarry, Schulich School of Business

To reserve tickets for our January 30, 2008 awards gala held at the Four Seasons Hotel in Toronto, please contact Dijana at cosic@mandrake.ca or call (416) 922-5600 x 255.

The MHOL is made possible through its Premier Sponsors: 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>

Eva Kaufman Joins Mandrake's Executive Search Division

The partners and staff of Mandrake are pleased to announce that Eva Kaufman has joined Mandrake as Vice President, Executive Search Division. Eva has extensive experience in executive search having worked with large, international, retainer based firms over the past 15 years. Prior to joining Mandrake, and as a member of the Global Technology Practice, Eva was instrumental in developing various successful executive search strategies now

widely used to assist in the recruitment of high-performance leaders and the development of high-performance leadership teams. [Click here](#) for Eva's biography.

IESF Announced as "The Largest Retained Executive Search Firm in the World 2007"

IESF (International Executive Search Federation) has attained the No. 1 ranking as the world's largest retained search organization for 2007, with a grand total of 89 offices.

IESF, founded in 2002, is a federation of prominent executive search firms that combine local knowledge with the ability to provide a comprehensive global search capability to meet the needs of its clients worldwide.

Mandrake has been the exclusive Canadian Partner of IESF since 2005. We wholeheartedly congratulate our IESF global partners on this tremendous achievement.

[Click here](#) for the "Search-Consult" official announcement.

Visit us at www.iesf.com

"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:

Alexandra Revesz - consultant@destinyme.ca or call 416-972-6843

Visit our website at www.destinyme.ca.

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

Executive Coaching: 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 Stéfan Danis at 416-922-5400 x240.

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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MAKING THE MOVE TO GM

Author: Martha Lagace

"When you're responsible for leading, it's not enough to do what you've done in the past. You need to fundamentally rethink what you're doing and where you want to go in the future."

People achieve success in the early years of their career by specializing and becoming functional experts-in essence, they succeed by knowing more and more about less and less, says Benjamin C. Esty, chair of the General Management Program at Harvard Business School. "But there comes a time when they have to recreate themselves as generalists. In this new generalist role, they end up knowing less and less about more and more. This is an extremely difficult and potentially very risky transition, and it can easily derail a very successful career. GMP is about smoothing and accelerating this transition into general management."

Please click below for the full article:
<http://hbswk.hbs.edu/item/5608.html>

18 WAYS TO TAKE CHARGE - FAST

There are few career moments as exciting - and these days, as perilous - as taking over the top job at a company, business unit, or department. But what exactly do you do once you're in charge?

Click on the link below for the online guide that provides 18 tactics - and case studies - to help you take the reigns running.
<http://www.fastcompany.com/articles/2002/08/suddenimpact.html>

ACHIEVING SUCCESS AS A NEW MANAGER

by Peter Daly and Michael Watkins, coauthors of *"The First 90 Days in Government: Critical Success Strategies for New Public Leaders at all Levels"*

The actions you take during your first few months in a new job powerfully influence your overall success or failure. Transitions are pivotal, in part because everyone is expecting change. But they also are periods of great vulnerability for new leaders who lack established working relationships and detailed knowledge of their roles. New leaders who fail to build momentum during their transitions face uphill battles from that point forward.

Click on the link below for the seven pointers on how to successfully manage.
http://management.monster.ca/12199_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.

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

- Derek Abker promoted to Director of Consumer Technology Practice at Porter Novelli Canada
- Naheed Ahmed promoted to Vice President, Advanced Technology Practice at Maverick Public Relations
- Michael Alaggia to GWP Brand Engineering as Senior Developer

- John Aylen to AGC Communications as Vice President, English Language Service (Montreal, PQ)
- Nolan Berg to AdFarm as Chief Executive Officer
- Karla Briones to Environics Communications as Consultant
- Christina Brown to Palm Arnold as Co-Creative Director (Montreal, PQ)
- Ernie Burden to Creative Intelligence as Creative Director (Calgary, AB)
- Jeremy Burgin to GWP Brand Engineering as Digital Art Director
- Erastus Burley to Solutions with Impact as Creative Director, Event Marketing
- Gary Ellis to Hill & Knowlton Canada as Consultant, Corporate Communications
- Stephanie Engel promoted to Vice President, Consumer Marketing Practice at Maverick Public Relations
- Martin Gosselin to Ogilvy Montreal as Vice President, Creative
- Christopher Heatherington to Wonder Communications as Creative Director (Calgary, AB)
- David Horovitch to GWP Brand Engineering as Digital Creative Lead
- Calvin Hutton promoted to Vice President, Creative Services at Edelman Canada
- Angela Lau to Fuse Marketing Group as Art Director
- Heidi Lau to Fuse Marketing Group as Art Director
- Jocelyn McTavish to Fuse Marketing Group as Senior Art Director
- Susan Moore promoted to Chief Operating Officer at Wunderman Canada
- Lara Osland to Red Rover Studios as Head of Sales and Marketing
- Teresa Pagnutti to Environics Communications as Senior Consultant
- Bill Parker to Young & Rubicam as Vice President and Creative Director
- Alison Philips promoted to Vice President, Consumer Technology Practice at Porter Novelli Canada
- Brandi Pratt promoted to Media Director at Taylor Made Media (Vancouver, BC)
- Dale Roberts to GWP Brand Engineering as Senior Writer
- Tanya Volk promoted to Director of Client Services at Karyo Edelman (Vancouver, BC)
- Darcy Walsh to Hill & Knowlton Ottawa as Director of Corporate Development (Ottawa, ON)
- John Wright promoted to President at Wunderman Canada
- Joy Boyson Director of New Business for Technical Marketing The Marketing Store

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette Communication Group	12.25	13.5	7.21	KOS-T
Envoy Capital Group	3.01	4.71	2.54	ECG-T
Interpublic Group of Cos.	9.65	13.94	9.66	IPG-N (US\$)
MDC Partners	10.15	11.64	7.65	MDZ.A-T
Omnicom Group	49.62	55.45	47.29	OMC-N (US\$)
Pareto Corp.	1.1	1.39	0.87	PTO-T
WPP Group	66.99	78.62	62.78	WPPGY-Q (US\$)

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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

- Jim Farley to Ford Motor Co. as Marketing Chief
- Gary Scullion to Cadbury Adams as Senior Vice President and General Manager, Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	50.82	55.19	46.05	BUD-N (US\$)
Campbell Soup	36.77	42.65	34.7	CPB-N (US\$)
Coca-Cola	61.31	62.15	45.56	KO-N (US\$)
Colgate Palmolive	74.83	76.39	63.32	CL-N (US\$)
Corby Distilleries	25.75	28.4	23.4	CDLA-T
General Mills	56.96	61.52	54.17	GIS-N (US\$)
George Weston Ltd.	68.89	83.9	67.87	WN-T
Heinz	45.89	48.73	41.78	HNZ-N (US\$)
Johnson & Johnson	64.97	69.03	59.72	JNJ-N (US\$)
Kellogg	52.66	56.89	48.68	K-N (US\$)
Molson Coors Canada	52.11	56.5	38.62	TPX.B-T
Nike	64.53	66.57	45.29	NKE-N (US\$)
Pepsico Inc.	73.15	74.32	61.15	PEP-N (US\$)
Procter & Gamble	69.32	73.05	60.42	PG-N (US\$)
Revlon	1.13	1.75	1.01	REV-N (US\$)
Saputo Inc.	56.51	58.53	35.83	SAP-T
Unilever PLC	35.223	34.86	24.16	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Shawn Doherty promoted to Senior Vice President, Finance and Chief Financial Officer at ACE Ca - Paul Gaulton promoted to Regional Vice President, Central Region at Standard Life
- Michael Hatcher promoted to Vice President at Burgundy Asset Management
- Peter McCutcheon to Munich Reinsurance Company of Canada as Senior Vice President, Underwritin - Rick Meslin promoted to Head of Canadian Equities at UBS Investment Bank
- Neil Petroff promoted to Group Senior Vice President, Investments at Ontario Teachers' Pension - Bill Thomas promoted to Deputy Chief Executive Officer at KPMG
- Erol Uzumeri promoted to Senior Vice President, Private Capital at Ontario Teachers' Pension P - Mark Yakabushi promoted to President and Chief Executive Officer at Insurance Bureau of Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	33.48	36.75	28.76	ADC-T
American Express	58.42	65.89	53.91	AXP-N (US\$)
Bank of Montreal	61.79	72.75	59.03	BMO-T
Bank of Nova Scotia	53.18	54.73	46.7	BNS-T
CI Financial Income Fund	27.25	30.75	22.95	CIX.UN-T
CIBC	98.16	107.45	86.26	CM-T
IGM Financial	53.77	56.34	45.55	IGM-T
Manulife Financial	44.67	46.56	32.08	MFC-N (US\$)
Merrill Lynch	59.5	115	58.72	MLC-T
National Bank of Canada	53.64	66.8	49.99	NA-T
Royal Bank of Canada	54.6	61.08	49.5	RY-T
Sun Life Financial Inc.	56.53	59.36	40.33	SLF-N (US\$)
TD Bank	69.9	77.1	64.02	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Joseph Arcuri promoted to General Manager at AOL Canada
- Matt DiPaola promoted to Vice President, Interactive Division, Proximity Direct & Interactive
- Nick Noronha promoted to Chief Financial Officer at Rare Method
- Michael Shostak to Young & Rubicam Canada as Senior Vice President, Managing Director Interactive
- Tom Short promoted to President at Rare Method (Calgary, AB)
- Nichole Desrosiers to Venture Communications as Director of Interactive (Calgary, AB)
- James Waddock promoted to Chief Operating Officer at Rare Method (Calgary, AB)
- John Stichweh to Critical Mass as Senior Vice President and General Manager
- Mike Green to Kaboose as Vice President, Business Development
- Teresa Hsiao to Kaboose as Vice President, Marketing

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	88.59	101.09	36.3	AMZN-Q (US\$)
eBay	35.35	40.73	28.6	EBAY-Q (US\$)
Entrust	2.01	4.6	1.95	ENTU-Q (US\$)
ETrade Financial	10.52	26.08	9.92	ETFC-Q (US\$)
Expedia (D)	32.44	35.28	15.84	EXPE-Q (US\$)
IAC/InterActiveCorp.	30.08	40.99	25.08	IACI-Q (US\$)
Intuit Inc.	32.18	35.44	26.14	INTU-Q (US\$)
Novell	7.43	8.26	5.7	NOVL-Q (US\$)
priceline.com	93.37	95.99	38.49	PCLN-Q (US\$)
Red Hat	21.59	25.25	15.53	RHT-N (US\$)
Yahoo!	30.45	34.08	22.27	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Jordan Banks to JumpTV as Chief Executive Officer
- Kathryn Brownlie promoted to Senior Vice President, Sales at Rogers Consumer Publishing
- Antonio Cioffi promoted to President and Chief Executive Officer at Reader's Digest Canada
- Mitch Dent promoted to Executive Vice President, Sales at Rogers Media
- Gordon Griffiths to Grafikom as Chief Executive Officer
- Keith Pelley to CTV Rogers Olympic Consortium as President
- Kevan Pipe to Insight Sports as Consultant, Go!TV
- Andre Serero promoted to Executive Vice President of Business and Legal Affairs at CTV
- Paul Sparkes promoted to Executive Vice President of Corporate Affairs at CTV

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	45.75	47.72	37.5	ACM.A-T
CanWest Global Communications	7.84	12.04	7	CGS.A-T
Corus Entertainment	49.4	54.24	38.07	CJR.B-T
Magna Entertainment	2.01	5.95	1.75	MEC.A-T
Rogers Communications	53.9	59.97	34.75	RCI.A-T
Shaw Communications	25.99	28.74	17.02	SJR.B-T
Time Warner Inc.	18	23.15	17.6	TWX-N (US\$)
Torstar Corp.	19.81	23.4	17.6	TS.B-T
Transcontinental Inc.	20.99	22.9	18.54	TCL.A-T
TVA Group	14.9	18.51	13.89	TVAB-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Flor del Pilar Arana to BioSyntech Inc. as Vice President, Regulatory Affairs and Quality (Laval, PQ)
- Mary Di Marzio promoted to Director of Marketing at Shire BioChem
- Nancy Macken to Bridgepoint Health as Vice President Finance and Chief Administrative Officer
- Dr. Bradley McLean promoted to Chief Scientific Officer at Med BioGene Inc. (Vancouver, BC)
- David Meek to Novartis Pharmaceuticals as President
- David Musyj to Windsor Regional Hospital as Chief Executive Officer
- Mario Orlando to Neuromed Pharmaceuticals as Vice President of Marketing (Vancouver, BC)
- Tom Poldre to Bridgepoint Health as Chief of Corporate Communications and Community Relations
- Dr. Tjark Reblin promoted to Vice President, Medical and Chief Medical Officer at GlaxoSmithKline Inc.
- Stephen Shapiro to St. Paul's Hospital Foundation as President and Chief Operating Officer
- Martine Taylor to Six Degrees Medical Consulting as Managing Director
- Herman van Barneveld promoted to Vice President, Finance and Chief Financial Officer at GlaxoSmithKline Inc.
- Dr. Clive Ward-Able to Amgen Canada Inc. as Executive Director, Scientific Affairs
- Dr. Nathan Yoganathan promoted to Chief Scientific Advisor at Med BioGene Inc. (Vancouver, BC)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	54.07	59.5	45.41	ABT-N (US\$)
Astrazeneca PLC	48.22	61.75	44.62	AZN-N (US\$)
Biovail	18.78	28.78	16.6	BVF-T
Bristol Myers Squibb	29.16	32.35	23.95	BMY-N (US\$)
Eli Lilly & Co.	52.71	61	51.13	LLY-N (US\$)
GlaxoSmithKline PLC	50.76	59.98	48.3	GSK-N (US\$)
Merck & Company	57.3	58.26	42.29	MRK-N (US\$)
Novartis AG	52.87	61.6	51.19	NVS-N (US\$)
Novo-Nordisk	121.43	124.89	75	NVO-N (US\$)
Pfizer	23.93	27.88	23.13	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	19.21	28.25	19.76	ATD.A-T
Best Buy	47.22	56.69	41.85	BBY-N (US\$)
Canadian Tire Corporation	94.75	107.24	83	CTC-T
Danier Leather	10.29	10.75	5.39	DL-T
Forzani Group	17.38	26.5	16.05	FGL-T
Home Depot	30.7	42.01	30.28	HD-N (US\$)
Indigo Books & Music	15.75	17.88	14.57	IDG-T
Jean Coutu Group (PJC)	13.54	16.5	11.37	PJC.A-T
Le Chateau	12.78	17.87	10.29	CTU.A-T
McDonald's	58.94	59.85	40.79	MCD-N (US\$)
Metro Inc.	34.54	41.78	33.23	MRU.A-T
Reitmans (Canada)	19	27	18.24	RET-T
Sears Canada	30.76	32.14	21.01	SCC-T
Shoppers Drug Mart	54.68	56.43	45	SC-T
Staples Inc.	22.22	28	21.04	SPLS-Q (US\$)
Wal-Mart	43.99	51.44	42.09	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Jennifer Bromley to Sony Ericsson as Head of Marketing
- Ed Hutchinson to Sony Ericsson as Director of Sales and New Business Development
- Scott Ride promoted to Vice President and General Manager at Electrolux Home Care Products Canada
- Frank Tersigni to Campaigner as Chief Executive Officer (Montreal, PQ)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	4.86	5.22	3.22	COMS-Q (US\$)
Apple	189.576	190.12	76.77	AAPL-Q (US\$)
Dell Inc.	30.22	30.77	21.61	DELL-Q (US\$)
Hewlett-Packard Co.	52	53	38.15	HPQ-N (US\$)
IBM	115.215	121.46	88.77	IBM-N (US\$)
Ingram Micro	21.3	22.5	17.81	IM-N (US\$)
Intel	26.92	27.71	18.75	INTC-Q (US\$)
JDS Uniphase	14.76	19.66	12.41	JDSU-Q (US\$)
Microsoft	37.15	37	26.6	MSFT-Q (US\$)
Open Text	29.81	30.25	18.65	OTC-T
Oracle	22.04	23	15.97	ORCL-Q (US\$)
Q9 Networks Inc.	16.01	16.5	10.25	Q-T
QLogic	15.28	22.94	11.46	QLGC-Q (US\$)
SAP AG	53.11	59.86	44.17	SAP-N (US\$)
Sun Microsystems	5.54	6.78	4.5	JAVA-Q (US\$)
Xerox Corp.	17.3	20.18	15.26	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Dawn Fell promoted to Executive Vice President of Human Resources and Operations at CTVglobemedia

Stock activity

Courtesy of Mandrake

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TORONTO MONTREAL CALGARY

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