

InterViews Online

provided by Mandrake



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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.



February
2008

- 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.*

Nancy Thompson Joins Mandrake's MarComm Practice

The partners and staff of Mandrake are pleased to announce that Nancy Thompson has joined Mandrake as Consultant, Marketing and Communications Practice.

Nancy has over 10 years of executive search experience. Previously she was the principal in The Thompson Group and co-owner of Thompson, Doyle Inc. Her specific focus has been marketing and communications roles within a number of industries, including financial services, telecommunications, packaged goods and entertainment.

[Click here](#) for Nancy's biography.

Security Management and Background Checks: TSM Services Inc. Joins FirstHCM

The Partners of *First Human Capital Management* are delighted to welcome *TSM Services Inc.*, Canada's security and background check organization to the FirstHCM family.

Why do companies invest in security? To protect assets and bolster the bottom line. That's why TSM is committed to helping clients secure their success. After all, loss from theft, liability or employee fraud directly impacts your bottom line.

Many Fortune 500 companies choose TSM as their security partner because only TSM is able to offer the top calibre security consulting that is crucial, customer focused, reliable, and offers them peace of mind.

What makes TSM an industry leader is what TSM calls The Total Advantage™, a unique business model that is tailored to clients' business and maximizes value by providing a single integrated source for all corporate security needs. Through thoughtful planning and partnerships, TSM are able to offer you a technologically advanced integrated solution that is both cost effective and extremely secure. Imagine what TSM can do for you. Please click [Click here](#) for detailed description of TSM services.

If you would like more information on how coaching can benefit your organization please contact Stéfan Danis at 416-922-5400 x240.

Marketing Hall of Legends Canada

The 2008 marketing legends were inducted during the sold out gala event at the Four Seasons Hotel in Toronto on January 30, 2008. For photos and information on Marketing Hall of Legends legacy initiatives, visit us online at www.marketinghalloflegends.ca

Legends honoured in 2008:

Visionaries:

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

Enablers:

Tony Chapman, Capital C
Bill Durnan, Cossette Communication Group

Builders:

Peter Elwood, former Unilever
The late Ed Marra, Nestlé

Mentor:

The late Peter Zarry, Schulich School of Business

We would like to thank the Canadian marketing community for helping us sell out in record time. Your attendance continues to support both the Marketing Hall of Legends and its Legacy Initiatives.

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>

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 Getting You 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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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

Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

WHAT THE RIGHT MENTOR CAN DO FOR YOU

by Jane Hyun

Wouldn't you love to have a friend, career coach, confidante, inspirational source and devil's advocate all rolled into one? A mentor can be all of these things and more, ultimately acting as your personal career compass. But what should you look for in mentors, and how do you go about establishing these key relationships.

For starters, a good mentor should:

- Be a leader in the field
- Be willing to invest time with you
- Have something to teach you

Please click here for the full article on how to find a mentor that is right for you:
http://content.monster.ca/15617_en-ca_p1.asp

SEVEN WAYS TO GET WHAT YOU WANT IN 2008

By Jim Camp

Most of us have been taught that if we want others to cooperate with us, we have to compromise -- that is, to get something, we have to give something. There's a better way, however, to getting what you want: Start with no. So, if your New Year's resolutions for '08 include being more assertive, standing up for yourself, and reaching your goals, the "No System" can be your ticket to success.

Click here for seven steps to get moving:
<http://www.businessknowhow.com/growth/goals2008.htm>

'REPORT CARD' SHOWS EMPLOYER GRADES DECLINING

By Janis Foord Kirk

Employees who had to endure performance reviews last year can take some comfort in knowing that their employers faced one, as well. And that it suggests that significant upgrading is needed.

More than 2,000 Canadian workers logged online last November to complete an Ipsos Reid survey and tell all. They were asked to grade their employers and rate their overall job satisfaction; to describe their personal work styles and preferences and indicate whether they enjoyed working for their employers, whether they trusted and respected them and if their work was challenging.

Please click here to read complete findings on employer performance in 2007:
<http://www.workopolis.com/work.aspx?action=Transfer>

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

- Rory Amelio promoted to Vice President of Business Development at Newad
- Michael Armstrong to Extreme Group as Vice President, Director Client Services
- Roger Banister promoted to Director, Client Strategy at Copeland Communications
- Mike Blackmore to Taxi2 as Associate Creative Director, Senior Copywriter
- Ken Boessenkool promoted to Senior Vice President and National Practice Director for Public Affairs at Hill & Knowlton Canada
- Doug Brown to Copeland Communications as Director, Creative Strategy
- Tony Chaltas promoted to Chief Information Officer at Hill & Knowlton Canada
- Geoff Dawson promoted to Digital and Direct Associate Creative Director at Grey Vancouver
- John Domas to MPG Canada as Chief Executive Officer and Country Manager
- James Fraser promoted to Partner at Capital C
- Michael Harrison to Consumer Impact Marketing as Director of Client Services, FieldMatrix division
- David Houghton to Y&R as Senior Copywriter, Associate Creative Director
- Maya Lange promoted to Digital and Direct Director at Grey Vancouver
- Hugh Lawson to The Promotional Specialists as Vice President, Strategic Accounts
- Jeff MacEachern to Taxi2 as Associate Creative Director, Senior Art Director
- Katie Nugent to Grey Vancouver as Director of Advertising
- Bill Parker to Y&R as Vice President, Creative Director
- Brenda Paul-Ishikawa to Porter Novelli Canada as Vice President, Health & Nutrition and Corporate Communications practices
- Isabelle Perras to Optimum Public Relations as Vice President and General Manager (Montreal, PQ)
- Rudy Pietrolungo to The Collective as Senior Art Director
- Kim Roman promoted to Vice President, Consumer Lifestyle practice at GCI Group
- Jane Savidant to H&K Result as General Manager (Calgary, Edmonton, AB)
- Michael Seaton to Thornley Fallis as Vice President, Digital Marketing
- Cathy Tostenson to TrojanOne as Vice President, Consumer Engagement
- Jack Van Roosmalen promoted to Vice President, Client Services at Consumer Impact Marketing
- Kathy Vincent to Next Ideas as General Manager (Windsor, ON)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Envoy Capital Group	2.81	4.71	2	ECG-T
Interpublic Group of Cos.	8.313	13.69	7.22	IPG-N (US\$)
Cossette Communication Group	9.9	13.5	8.73	KOS-T
MDC Partners	8.33	11.64	7.93	MDZ.A-T
Omnicom Group	45.39	55.45	40.87	OMC-N (US\$)
Pareto Corp.	0.76	1.39	0.7	PTO-T
WPP Group	57.22	78.62	54.97	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

- Angela Francolini promoted to President and Chief Executive Officer at McCormick Canada
- Keith Gibbons promoted to President, Chairman at McCormick Canada
- Vineet Mehra to Novartis Consumer Health Canada as Director of Marketing
- Stacey Mowbray to Molson as Chief Marketing Officer
- Mike Ross to Molson as Chief Market Development Officer
- John White to Volkswagen Group Canada as President and Managing Director

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	47.01	55.19	46.09	BUD-N (US\$)
Campbell Soup	31.56	42.65	30.19	CPB-N (US\$)
Coca-Cola	59.33	65.59	45.56	KO-N (US\$)
Colgate Palmolive	74.82	81.98	63.75	CL-N (US\$)
Corby Distilleries	24.36	27	23.26	CDL.A-T
General Mills	54.58	61.52	51	GIS-N (US\$)
George Weston Ltd.	50.35	83.9	49.65	WN-T
Heinz	42.094	48.75	41.37	HNZ-N (US\$)
Johnson & Johnson	62.25	68.85	59.72	JNJ-N (US\$)
Kellogg	49.695	56.89	46.25	K-N (US\$)
Molson Coors Canada	44.5	56.5	42.895	TPX.B-T
Nike	61.03	67.93	50.71	NKE-N (US\$)
Pepsico Inc.	70.35	79.79	61.89	PEP-N (US\$)
Procter & Gamble	65.39	75.18	60.42	PG-N (US\$)
Revlon	1.06	1.48	1	REV-N (US\$)
Saputo Inc.	27.75	32.99	19.025	SAP-T
Unilever PLC	31.44	38.25	25.57	UL-N (US\$)

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Consumer Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Sidney Brougham to E*Trade Canada as Director of Operations
- Alister Campbell to Zurich Insurance Company as Chief Agent and Chief Executive Officer
- Colin Carlton to CPP Investment Board as Vice President, Investment Research
- Alain Carrier to CPP Investment Board as Managing Director (Europe), Private Investments
- Stephen Coffey to Quest Capital Corp. as President, Director and Chief Executive Officer
- Jonathan Hede to Nexus Risk Management as Vice President
- Wayne Kozun to Ontario Teachers' Pension Plan as Senior Vice President, Public Equities
- Donald Lewtas promoted to Chief Financial Officer at Onex Corporation
- Bill Royan to Ontario Teachers' Pension Plan as Vice President, Relationship Investing, Public Equities
- Greg Stewart promoted to President and Chief Executive Officer at Farm Credit Canada
- Michael Wissell to Ontario Teachers' Pension Plan as Vice President, Tactical Asset Allocation

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	26.5	36.75	25.2	ADC-T
American Express	45.46	65.89	41.15	AXP-N (US\$)
Bank of Montreal	56.43	72.75	51.35	BMO-T
Bank of Nova Scotia	48.04	54.73	43.1	BNS-T
CI Financial Income Fund	22.15	30.75	21.12	CIX.UN-T
CIBC	67.76	107.45	64.25	CM-T
IGM Financial	42.08	56.34	41.18	IGM-T
Manulife Financial	36.77	46.93	32.43	MFC-N (US\$)
Merrill Lynch	54.77	111.56	48	MLC-T
National Bank of Canada	52.94	66.5	44.51	NA-T
Royal Bank of Canada	51.08	61.08	45.15	RY-T
Sun Life Financial Inc.	49.05	59.36	42.11	SLF-N (US\$)
TD Bank	67.3	77.1	61	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Darren Hardeman promoted to Director of Operations at Olive Canada Network
- Theresa Smith promoted to Audience Director at Olive Canada Network
- Kim Peters to Eluta Inc. as President and Chief Executive Officer
- Suzanne Sauvage to Nurun Inc. as Chief Strategy Officer (Montreal, PQ)
- Warren Tomlin to Fuel Industries as Chief Creative Officer (Ottawa, ON)

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Amazon.com	74.07	101.09	37.04	AMZN-Q (US\$)
eBay	28.04	40.73	25.64	EBAY-Q (US\$)
Entrust	2.31	4.6	1.65	ENTU-Q (US\$)
ETrade Financial	4.95	25.79	2.08	ETFC-Q (US\$)
Expedia	24.18	35.28	19.97	EXPE-Q (US\$)
IAC/InterActiveCorp.	22.91	40.99	22.31	IACI-Q (US\$)
Intuit Inc.	29.56	33.1	26.14	INTU-Q (US\$)
Novell	6.53	8.26	5.76	NOVL-Q (US\$)
priceline.com	100.27	120.67	44.59	PCLN-Q (US\$)
Red Hat	18.48	25.25	16.82	RHT-N (US\$)
Yahoo!	29.06	34.08	18.58	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Andrew Akman promoted to Senior Vice President of Strategy and Chief Administrative Officer at Canwest
- Charlotte Bell to Canwest as Senior Vice President, Regulatory Affairs
- Catherine Bridgman to Canwest as Senior Vice President of Marketing Ventures
- John Clinton to Transcontinental Media as Senior Vice President and General Manager of Consumer Publications
- Errol Da-R'ji promoted to Executive Vice President Sales at Canwest
- Michael French promoted to Chief Financial Officer at Canwest
- Chris Fuoco to Canwest as Vice President, Distribution and Account Marketing
- Kathy Gardner to Canwest as Senior Vice President of Integrated Media Research and Corporate Promotions
- Janet Gillespie to Canadian Satellite Radio Holdings as Vice President Marketing
- Jennifer Holgate to Canwest as Vice President Digital Sales
- Brad Kubota to Canwest as Senior Vice President of Revenue and Inventory Management
- Paul Laberge to The Fight Network as Chief Operating Officer
- Lori Legault promoted to Vice President, National Sales at Canwest
- Walter Levitt promoted to Chief Marketing Officer at Canwest
- Greg Mason to Walt Disney Studios Motion Pictures Canada as Vice President Marketing
- John McDonald to Canwest Publishing as Publisher of The Edmonton Journal
- Greg McLelland promoted to Vice President, National Sales at Canwest
- Patrick Michaud to The Fight Network as Chief Financial Officer
- David O'Brien to Canwest as Vice President, Canwest's Creative Agency
- Brad Parry to Canwest as Vice President for Marketing, E!brand
- Muriel Solomon to Canwest as Vice President of Specialty Marketing Strategy
- Barbara Williams promoted to Executive Vice President, Content at Canwest

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	41.14	46.95	38.86	ACM.A-T
CanWest Global Communications	5.66	11.75	5.13	CGS.A-T
Corus Entertainment	22.42	27.12	20.43	CJR.B-T
Magna Entertainment	0.81	5.21	0.77	MEC.A-T
Rogers Communications	40.8	59.97	40.45	RCL.A-T
Shaw Communications	20.03	28.74	17.96	SJR.B-T
Time Warner Inc.	15.41	21.97	14.64	TWX-N (US\$)
Torstar Corp.	17.66	23.4	16	TS.B-T
Transcontinental Inc.	15.12	22.66	13.9	TCL.A-T
TVA Group	14.5	18.51	13.89	TVA.B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Jacques Bedard to Siemens Medical Solutions Canada as Vice President
- Lois Cormack to Specialty Care Inc. as President
- Paul Heinrich to Chatham-Kent Health Alliance as Vice President and Chief Financial Officer
- Dr. Anthony Glanz to Essex County Medical Society as President
- Andy Hind to Siemens-Acuson Ultrasound Canada as Vice President
- Jarvis Hoult to Comprehensive Care International as Vice President of Projects
- Janet Lambert to Ontario Long Term Care Association as Executive Director
- Antoine Lefavre to Brogan Inc. as Vice President, Consulting and Strategic Development
- Dr. James Maclean to Canada Health Infoway as Vice President Innovation and Adoption
- Deanna Mulvihill to British Columbia Provincial Health Service Authority as Director of Nursing and Professional Practice, Mental Health Addictions
- Dr. Keith Rose to Sunnybrook Health Sciences Centre as Executive Vice President, Chief Medical Executive
- Nancy Smokler to York Central Hospital as Director, Quality & Risk Management and Chief Privacy Officer
- Dr. George Tolomiczenko to Crohn's & Colitis Foundation of Canada as Executive Director of Research and Scientific Liaison
- Suneet Varma to Wyeth Consumer Healthcare as President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	57.08	61.09	49.58	ABT-N (US\$)
Astrazeneca PLC	37.85	59.47	38.3	AZN-N (US\$)
Biovail	13.93	28.78	12.04	BVF-T
Bristol Myers Squibb	23.13	32.35	21.75	BMY-N (US\$)
Eli Lilly & Co.	50.31	61	49.09	LLY-N (US\$)
GlaxoSmithKline PLC	41.42	59.98	41.71	GSK-N (US\$)
Merck & Company	44.87	61.62	42.32	MRK-N (US\$)
Novartis AG	48.82	60.36	48.44	NVS-N (US\$)
Novo-Nordisk	61.28	68.73	41.5	NVO-N (US\$)
Pfizer	22.389	27.73	21.56	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	16.8	26.29	15.19	ATD.A-T
Best Buy	47.15	53.9	41.85	BBY-N (US\$)
Canadian Tire Corporation	77.9	102.45	67.1	CTC-T
Danier Leather	8.25	10.75	7.51	DL-T
Forzani Group	15.27	26.5	13.61	FGL-T
Home Depot	28.381	42.01	23.77	HD-N (US\$)
Indigo Books & Music	12.77	17.88	12.75	IDG-T
Jean Coutu Group (PJC)	11.2	16.5	10.05	PJC.A-T
Le Chateau	12.66	17.87	11.05	CTU.A-T
McDonald's Corp.	55.85	63.694	42.31	MCD-N (US\$)
Metro Inc.	22.83	41.78	22.34	MRU.A-T
Reitmans (Canada)	16.3	27	15	RET-T
Sears Canada	19.16	33	17.51	SCC-T
Shoppers Drug Mart	51.17	58.11	46.63	SC-T
Staples Inc.	23.12	27.66	19.69	SPLS-Q (US\$)
Wal-Mart	49.71	51.48	42.09	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Mike Greenley to General Dynamics Canada as Vice President, Business Development and Strategic Planning
- Quentin Kong promoted to Vice President of Marketing and Solutions Group at Softchoice Corporation
- Nicole Wengle promoted to Vice President of Canadian Sales at Softchoice Corporation

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Apple	124.47	202.96	83	AAPL-Q (US\$)
3Com Corp.	3.96	5.11	3.22	COMS-Q (US\$)
Dell Inc.	19.59	30.77	18.87	DELL-Q (US\$)
Hewlett-Packard Co.	41.52	53.48	38.15	HPQ-N (US\$)
IBM	102.96	121.46	88.77	IBM-N (US\$)
Ingram Micro	17.81	22.5	15.6	IM-N (US\$)
Intel	20.13	27.99	18.05	INTC-Q (US\$)
Sun Microsystems	16.38	26.76	14.2	JAVA-Q (US\$)
JDS Uniphase	12.01	17.15	9.49	JDSU-Q (US\$)
Microsoft	28.96	37.5	26.6	MSFT-Q (US\$)
Oracle Corp.	19.16	23.31	15.97	ORCL-Q (US\$)
Open Text	31.08	35.05	18.65	OTC-T
Q9 Networks Inc.	12.35	16.5	11.5	Q-T
QLogic	14.74	18.74	11.46	QLGC-Q (US\$)
SAP AG	47.36	59.86	43	SAP-N (US\$)
Xerox Corp.	15.3	20.18	12.3	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Josh Blair promoted to Executive Vice President, Human Resources at TELUS

- Mark Cabonelli to Shoppers Drug Mart as Vice President, Human Resources
- Don Chambers to Wendy's Restaurants as Director Human Resources and Organizational Development
- David Edwards to Estee Lauder as Vice President, Human Resources
- Gaetan Jacques to St. Lawrence Cement as Senior Vice President, Human Resources
- Carrie Lindzon-Jacobs to The Courtyard Group as Director Human Resources
- Maria Odoardi promoted to Vice President of People at Softchoice Corporation
- Gillian Platt to Aviva Canada as Senior Vice President, Human Resources
- Debra Purchas to InterTan Circuit City as Vice President, Human Relations
- Diane Roach to The Children's Wish Foundation of Canada as Director of Human Resources

Stock activity

Courtesy of Mandrake

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TORONTO MONTREAL CALGARY

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