

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.



January 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.*

Marketing Hall of Legends Gala is Sold Out

Marketing Hall of Legends Gala is now sold out and it will take place at the Four Seasons Hotel in Toronto on January 30, 2008.

Marketing leaders from across Canada will be honouring the following legends in Canadian marketing:

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

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>

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 you Secure Your 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 we call The Total Advantage™, a unique business model that is tailored to your business and maximizes value to you by providing a single integrated source for all your corporate security needs. Through thoughtful planning and partnerships, we 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.

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.

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.

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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 Stéfán Danis at 416-922-5400 x240.

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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,

Stéfán 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

ORGANIZATION IS KEY TO JOB SEARCH

by: Lisa Epstein

Ever get a call about a position but you can't recall any of the details of the company nor the job description? In order for a job search to be successful, i.e. getting hired for a well-suited position, you have to have a system to keep everything in order. You need to keep track of the jobs you apply to, jobs you would like to apply to, as well as the status of your candidacy once your resume is sent off.

Click here for more tips on how to stay organized and be successful in your job search.
http://content.monster.ca/15488_en-ca_p1.asp

THROWN INTO THE DEEP END

by Christopher Percy Collier

Starting a new job can be like getting tossed into a frigid Olympic-sized pool in the dead of winter: Suddenly, you're awash in voice mails and emails. Meetings are stacked one on top of the other. There are the messes left behind by your predecessor, subversive subordinates lurking, and aspects of your job that are totally new to you. "You have to act on a tremendous amount of new information very quickly," says organizational change consultant Roselinde Torres of Mercer Delta Consulting, "which could impact the quality of your decisions, because there's no time to process it or there isn't enough time to get it." But feeling overwhelmed doesn't have to be a permanent condition. You can take control of this critical, albeit stressful, point in your career.

To learn how to swim the rough waters of a new job click here for the full article.
<http://www.fastcompany.com/magazine/102/playbook-deep-end.html>

DIFFICULT BOSS? LEARN TO MANAGE UP!

by James Houston

Every boss has their own style and goals, and managing up means strategically tailoring your own approach to accommodate that of your boss. Learning this skill is an integral career skill because your relationship with your boss is critical to your own success. You need to be able to speak the same language and focus on what matters to your boss in a way that allows you to keep moving towards your own objectives. We've pulled together a few tips to help you give your boss what he or she needs, while ensuring that you are getting what you need too.

[Click here to get tips on managing up.](#)

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

- Nora Ahern promoted to Vice President and Group Business Director at DDB Canada (Vancouver, BC)
- Michael Alaggia to GWP Brand Engineering as Senior Developer
- Omar Al-Hajjar to Cossette Vancouver as Director of Search Marketing (Vancouver, BC)
- Steffan Barry to Doug Agency as Writer
- Joy Boyson to The Marketing Store as Director of New Business for Technical Marketing
- Shelley Brown promoted to Partner at zig
- Ernest Burden to Creative Intelligence as Creative Director
- Jeremy Burgin to GWP Brand Engineering as Art Director
- Tracey Chapple to Blitz Direct as General Manager (Vancouver, BC)
- Bryan Collins promoted to Associate Art Director at Rethink (Vancouver, BC)
- Jeffrey Da Silva to Indusblue as Associate Creative Director
- Sean Embury to Fjord Interactive Marketing + Technology as Creative Director
- David Horovitch to GWP Brand Engineering as Senior Writer
- Angela Lau to Fuse Marketing Group as Art Director
- Heidi Lau to Fuse Marketing Group as Art Director
- Lisa Lebedovich to Rethink as Art Director (Vancouver, BC)
- Andy Lumsdon to Fuse Marketing Group as Copywriter
- Jocelyn McTavish to Fuse Marketing Group as Senior Art Director
- Elly Miller to Grey Worldwide as Senior Copywriter
- Tony Miller to Smith Roberts Creative Communications as Creative Director and Partner
- Patricia Rioux to LXB Communications Marketing as Art Director
- Dale Roberts to GWP Brand Engineering as Senior Writer
- Martin Sansregret to TAM-TAM\TBWA as President
- Ian Schwey to Doug Agency as Art Director
- Peter Shier to Naked Creative Consultancy as President
- Roelof-Jan Steenstra to Taxi Calgary as Group Account Director and Taxi West General Manager (Calgary, AB)
- Warren Tomlin to Fuel Industries as Chief Creative Officer (Ottawa, ON)
- Darcy Walsh to Hill & Knowlton as Director Corporate Development (Ottawa, ON)
- Trish Wheaton promoted to Chairman at Wunderman
- John Wright promoted to President at Wunderman Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Envoy Capital Group	2.91	4.71	2.6	ECG-T
Interpublic Group of Cos.	7.43	13.94	7.22	IPG-N (US\$)
Cossette Communication Group	10.55	13.5	8.81	KOS-T
MDC Partners	9.55	11.64	8.26	MDZ.A-T
Omnicom Group	45.02	55.45	44.92	OMC-N (US\$)
Pareto Corp.	0.8	1.39	0.8	PTO-T
WPP Group	58.38	78.62	56.68	WPPGY-Q (US\$)

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Visit us on the web at 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

- Doug Clark promoted to Director of Sales at Audi Canada
- Karsten Ruwoldt promoted to Director of Marketing at Audi Canada
- Joseph Sanguinetti promoted to Vice President Sales at Whirlpool Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	53.02	55.19	46.74	BUD-N (US\$)
Corby Distilleries	24.63	27	23.31	CDL.A-T
Colgate Palmolive	80.17	81.98	63.75	CL-N (US\$)
Campbell Soup	33.97	42.65	33.97	CPB-N (US\$)
General Mills	56.17	61.52	54.17	GIS-N (US\$)
Heinz	46.57	48.75	41.82	HNZ-N (US\$)
Johnson & Johnson	67.84	68.75	59.72	JNJ-N (US\$)
Kellogg	51.4	56.89	48.68	K-N (US\$)
Coca-Cola	64.085	65.59	45.56	KO-N (US\$)
Nike	60.73	67.93	47.46	NKE-N (US\$)
Pepsico Inc.	77.64	79.79	61.89	PEP-N (US\$)
Procter & Gamble	70.19	75.18	60.42	PG-N (US\$)
Revlon	1.18	1.51	1	REV-N (US\$)
Saputo Inc.	28.6	32.99	18.415	SAP-T
Molson Coors Canada	51.27	56.5	42.895	TPX.B-T
Unilever PLC	33.75	38.25	25.57	UL-N (US\$)
George Weston Ltd.	54.99	83.9	49.74	WN-T

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Dean Connor promoted to President at Sun Life Financial
- Kevin Dougherty promoted to President, Sun Life Global Investments at Sun Life Financial
- Mary (Simanikas) Forrest promoted to Head of North America (Life), Chair, and President and Chief Executive Officer at Munich Re Group
- Mark Fuller promoted to President at the Ontario Pension Board
- Byron Horner to CopperLion Capital Partners as President
- John Icke to Longview Capital Partners as President and Chief Operating Officer
- Kalev Koop to Bowne Financial Communications as Vice President, Sales
- Tim MacLean to Bowne Financial Communications as Vice President, Sales
- David McGraw promoted to Senior Vice President and Chief Financial Officer at Ontario Teachers' Pension Plan
- Graham Wetter promoted to President and Chief Executive Officer at Credit Union Central Alberta Ltd.

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	29	36.75	28.03	ADC-T
American Express	44.2	65.89	46.57	AXP-N (US\$)
Bank of Montreal	57.36	72.75	54.7	BMO-T
Bank of Nova Scotia	49.35	54.73	46.63	BNS-T
CI Financial Income Fund	25.85	30.75	23.01	CIX.UN-T
CIBC	71.38	107.45	66.4	CM-T
IGM Financial	46.9	56.34	46	IGM-T
Manulife Financial	38.19	46.93	32.43	MFC-N (US\$)
Merrill Lynch	55.59	115	48	MLC-T
National Bank of Canada	49.94	66.5	49.01	NA-T
Royal Bank of Canada	50.35	61.08	48.55	RY-T
Sun Life Financial Inc.	51.63	59.36	40.33	SLF-N (US\$)
TD Bank	68.36	77.1	64.02	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Jonathan Graff promoted to Vice Chairman at Kaboose Inc.
- Mike Green to Kaboose Inc. as Vice President, Business Development
- Teresa Hsiao to Kaboose Inc. as Vice President, Marketing
- Simon Jennings to Olive Canada Network as President
- Steve Macfarlane to Canadian Primedia Sales and Marketing as Online General Manager
- Stuart Morris to itravel2000 as Vice President Marketing
- Kevin Hung to J. Walter Thompson as Director, Digital Strategy
- Hubert Lai to Zig as Senior Designer, Interactive
- Scott Rogers to Double Dare Studios as Marketing Director
- Asif Khan to Octopus as Director of Sales
- Ron McKenzie to Octopus as Chief Executive Officer
- Michelle Shinseki to Kaboose.com as Editor in Chief

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	83.01	101.09	36.3	AMZN-Q (US\$)
eBay	30	40.73	28.6	EBAY-Q (US\$)
Entrust	1.94	4.6	1.65	ENTU-Q (US\$)
ETrade Financial	3.19	26.08	2.08	ETFC-Q (US\$)
Expedia	27.02	35.28	19.97	EXPE-Q (US\$)
IAC/InterActiveCorp.	23.71	40.99	23.72	IACI-Q (US\$)
Intuit Inc.	30.73	33.1	26.14	INTU-Q (US\$)
Novell	6.42	8.26	5.76	NOVL-Q (US\$)
priceline.com	100.17	120.67	41.8	PCLN-Q (US\$)
Red Hat	19.57	25.25	18.04	RHT-N (US\$)
Yahoo!	23.53	34.08	21.37	YHOO-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 Internet Services industry!

MEDIA

Courtesy of Mandrake

Appointments

- Adam Ashton to CTV as Vice President of Marketing for CTV-Rogers' coverage of the 2010 and 2012 Olympic Games
- Bruce Cowley to CBC Television as Creative Head, Digital Channels
- Rael Fisher to Grafikom LP as Vice President Sales
- Paula Kilpatrick promoted to National Sales Director at CBC Media Sales & Marketing
- Deborah Lewis to CanWest Mediaworks as Vice President, Communications-Television
- Jacques Mallette promoted to Chief Executive Officer at Quebecor World Inc. (Montreal, PQ)
- Jack McFadden to Northern Lights Direct Response Television as Vice President
- Francois Olivier promoted to President and Chief Executive Officer at Transcontinental
- Shawn Redmond promoted to Vice President of Marketing at TSN
- Jamie Schouela promoted to Vice President, Marketing Strategy for Global Television at CanWest Mediaworks

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	43.15	47.72	39.8	ACM.A-T
CanWest Global Communications	6.5	12.04	5.5	CGS.A-T
Corus Entertainment	44.09	54.24	42.81	CJR.B-T
Magna Entertainment	0.9	5.25	0.8	MEC.A-T
Rogers Communications	47.8	59.97	39.25	RCI.A-T
Shaw Communications	21.86	28.74	19.175	SJR.B-T
Transcontinental Inc.	15.15	22.66	14.51	TCL.A-T
Torstar Corp.	18.34	23.4	17.86	TS.B-T
TVA Group	15.24	18.51	13.89	TVA.B-T
Time Warner Inc.	16.07	23.15	15.56	TWX-N (US\$)

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Amy Brice promoted to Brand Director, Aclasta at Novartis Pharmaceuticals
- Patrick Cashman to Lundbeck Canada as President and General Manager
- Valerie Gladu to Wyatt Health Management as Director Client Services
- Nancy Macken to Bridgepoint Health as Vice President, Finance and Chief Administrative Officer
- Tom Poldre to Bridgepoint Health as Chief of Corporate Communications and Community Relations
- Suneet Varma promoted to President at Wyeth Consumer Healthcare Inc.
- Dr. John Wright to Scarborough Hospital as President and CEO

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	60.58	61.09	49.58	ABT-N (US\$)
Astrazeneca PLC	45.21	59.47	41.59	AZN-N (US\$)
Bristol Myers Squibb	26.69	32.35	25.69	BMY-N (US\$)
Biovail	13.06	28.78	12.8	BVF-T
GlaxoSmithKline PLC	53.26	59.98	47.49	GSK-N (US\$)
Eli Lilly & Co.	56.84	61	49.09	LLY-N (US\$)
Merck & Company	60.92	61.62	42.35	MRK-N (US\$)
Novo-Nordisk	64.76	68.73	40.81	NVO-N (US\$)
Novartis AG	58.04	60.36	51.19	NVS-N (US\$)
Pfizer	23.99	27.73	22.24	PFE-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 Pharmaceutical industry!

RETAIL

Courtesy of Mandrake

Appointments

- David Cheesewright to Wal-Mart Canada as Chief Executive Officer
- Christine Day to Lululemon Athletica Inc. as Executive Vice President, Retail Operations
- Mike Tattersfield promoted to Executive Vice President of Retail Logistics and Sourcing at Lululemon Athletica Inc.

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Alimentation Couche-Tard	17.11	27.42	17	ATD.A-T
Best Buy	44.21	53.9	41.85	BBY-N (US\$)
Canadian Tire Corporation	76	102.45	72	CTC-T
Le Chateau	13.64	17.87	11.45	CTU.A-T
Danier Leather	9.9	10.75	5.56	DL-T
Forzani Group	16.02	26.5	13.61	FGL-T
Home Depot	25.26	42.01	23.77	HD-N (US\$)
Indigo Books & Music	14	17.88	12.75	IDG-T
McDonald's	54.02	63.694	42.31	MCD-N (US\$)
Metro Inc.	26.78	41.78	25.3	MRU.A-T
Jean Coutu Group (PJC)	11.28	16.5	10.05	PJC.A-T
Reitmans (Canada)	17.14	27	16	RET-T
Shoppers Drug Mart	53.1	58.11	47.26	SC-T
Sears Canada	21.32	33	21.5	SCC-T
Staples Inc.	21	27.66	19.69	SPLS-Q (US\$)
Wal-Mart	48.11	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
- John Bush to Map 2 Mobility as Chief Executive Officer
- Pamela Collins to IDS Canada as Director of Marketing and Sales
- Ed Hutchinson to Sony Ericsson as Director of Sales and New Business Development
- Michael Moskowitz to XM Canada as Chief Executive Officer and President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Apple	173.02	202.96	82.86	AAPL-Q (US\$)
3Com Corp.	4.3	5.11	3.22	COMS-Q (US\$)
Dell Inc.	21.12	30.77	20.44	DELL-Q (US\$)
Hewlett-Packard Co.	45.04	53.48	38.15	HPQ-N (US\$)
IBM	98.18	121.46	88.77	IBM-N (US\$)
Ingram Micro	17.37	22.5	17.01	IM-N (US\$)
Intel	21.96	27.99	18.75	INTC-Q (US\$)
Sun Microsystems	15.53	27.12	15.2	JAVA-Q (US\$)
JDS Uniphase	11.42	17.79	11.01	JDSU-Q (US\$)
Microsoft	33.899	37.5	26.6	MSFT-Q (US\$)
Oracle Corp.	21.31	23.31	15.97	ORCL-Q (US\$)
Open Text	30.26	35.05	18.65	OTC-T
Q9 Networks Inc.	13.2	16.5	11.81	Q-T
QLogic	13.6	21.54	11.46	QLGC-Q (US\$)
SAP AG	48.09	59.86	44.17	SAP-N (US\$)
Xerox Corp.	14.33	20.18	14.35	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

[Appointments](#)

[Stock activity](#)

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Executive Search • Mergers & Acquisitions • Strategic Alliances • Organizational Consulting

TORONTO MONTREAL CALGARY

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