

# Threshold Collective and Welcome Msomi Gateway appoint Erika Alberts as Business Strategist

Erika's credentials combine nearly fifteen years of experience in the production and management of television products and international distribution. She held senior management positions as Head of Production (M-Net) and Commissioning Editor (SABC) in the media sector.

As part of a MBA (University of Wales, UK) completed in 2002, Erika has conducted an environmental study and phenomenological analysis of the salient strategic issues facing the television industry. Her thesis, 'Digital Television: The South African Challenge for Broadcasting and Content', was accepted by the University of Wales as part of the awarding of a Master's degree.

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