

Senior management appointments at Urban Brew Studios

Urban Brew Studios has made three new appointments; Herbert Hadebe has been appointed as the head of scripted productions, Adelaide Joshua-Hill as head of unscripted productions and Joanne Lurie is the new head of creative.

Hadebe brings with him over 15 years of experience in the film and television industry; last year he was selected as an Emmy Awards juror and attended the event in New York. Currently he works on two drama series for Urban Brew Studios, namely Mzansi Magic's Zabalaza and e.tv's Gold Diggers.

Adelaide Joshua-Hill started her career at Urban Brew in 2009 as an education consultant for YOTV. She then became head of YOTV mini and went on to head up the entire YOTV portfolio. Her new role will include managing production teams and providing leadership across all productions in the unscripted portfolio.

Joanne Lurie, who has been in the TV industry for 13 years, has spent eight of her nine years at Urban Brew Studios producing 3Talk with Noeleen. Before joining the company, she worked on international programmes, including The Weakest Link, The Biggest Loser and Big Brother.

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