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## Helga Palmer is the new Endemol Shine Africa MD

TV production company, Endemol Shine Africa has appointed Helga Palmer as its new managing director. Palmer's experience in the sector spans 20 years in which she held positions at Endemol South Africa and M-Net.

After returning to Endemol in 2011, Palmer played an important role in the company, particular in the creative department and in forming strategic partnerships. Palmer was also involved in launching some of the company's TV shows.

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