

## Before Mediatech: Meet Michael Goldberg

28 June 2011

### Michael Goldberg



No stranger to the South African industry, we

are delighted that Michael Goldberg will be attending Mediatech. We were curious to read that he initially wanted to start off his career as a photographer! Read on to find out more.



Dan asked: "Did you plan your life in the industry or was it by default?"

Default, I wanted to be a photographer!!



Derek asked: "What is the most adventurous thing you've ever done?"

Joined Philips!!



Nicolet asked: "In which country did you get lost the most and how did you handle it?"

Russia – cried, screamed and then took a cab!



Nick asked: "What is the most awkward situation you've been in – work related I mean?"

Being offered a live snake to eat as an honoured guest – then throwing up in the loo.



Cherine asked: "What is your most impressive international event / project?"

Doha.



Pumi asked: "What is your favourite product of all time in the industry?"

Very difficult don't think its come along as yet, but the PL/VLX comes close.