

# PUMELA SALELA BIO

Pumela Salela is a true champion for Africa, a dynamic and driven leader who has dedicated her life to promoting the economic and social development of the African continent. With over 20 years of experience in the public and private sectors, Pumela has demonstrated a deep commitment to advancing Africa's interests and empowering its people.

Pumela Salela's passion for Africa and its people is longstanding and deep-seated. She has spent significant time in various African countries and has developed a strong understanding of the complex challenges and opportunities facing the continent.



So far, Ms Salela has been to 37 African Countries and intends to go to all 54 of them, in this lifetime!

For many years Pumela has spearheaded, supported and collaborated with AFRICA focused organisations and entities across the world. She has had several engagements with the African Diaspora at large in the United Kingdom and United States of America. When she worked at the World Bank in their Headquarters in Washington DC, Pumela Salela was the go-to-person for AFRICA. She was also present at the African Union in Ethiopia in person, when the Agenda 2063: The Africa We Want, was set. Agenda 2063 is Africa's blueprint and master plan for transforming Africa into the global powerhouse of the future. Pumela is considered one of the most influential Africans in the United Kingdom.

Throughout her career, Pumela has been recognized as a thought leader and change agent, and has received numerous awards\* for her contributions to African development. She is a sought-after speaker and facilitator on issues related to economic growth, trade and investment, and has served on various advisory boards and committees with a focus on Africa.



Pumela's dedication to Africa and its people is unwavering, and her leadership and vision continue to inspire and empower others to join in the quest for a more prosperous and equitable continent. She truly embodies the qualities of a Champion for Africa.

The Rockefeller Foundation in New York contracted Ms Pumela Salela to advise them on the best market entry strategy for their Impact Sourcing Investment initiative into Africa. She was the only Consultant that was awarded the task. Ms Pumela Salela also been invited by the World Trade Organisation (WTO) in Geneva to address the international trade negotiators based in Geneva on how to use alternative means to grow economies based on her successful implementation of these in Africa

Salela studied to complete her MBA with distinction (cum laude) in England through a scholarship that she was personally awarded by Nelson Mandela due to her demonstrated Leadership qualities, Community development and Academic Excellence.

Wherever possible Pumela flies the AFRICAN flag, encouraging unity amongst African nations and positioning Africa as a globally competitive continent who is an equal player. Her mission is to promote understanding and dialogue between Africa and the rest of the world.

Pumela Salela is the founder of ELNOS Foundation whose slogan is 'Growing Africa'. ELNOS Foundation has four strategic pillars which are its areas of focus: Education, Volunteerism, Leadership, Social Impact.

Ms Salela started an online platform 'Hear Africa Say' - where conversations from 'Authentic African Voices' are heard.

#### LIST OF AWARDS RECEIVED:

An Award Recipient of a number of UK Awards that are related to amplifying the African Voices and the understanding of Africa within the United Kingdom and globally namely; **The African Achiever Award. The British Award for African Development. The Champion for Africa Award. The EuroKnowledge Award for Leadership Excellence** (further details on the EuroKnowledge Award are attached herein)