PUMELA **SALELA** BIO

Pumela Salela considers herself a Visionary Catalyst™. She helps individuals, organisations and countries ignite their spark and fuel their fire.

Multiple Award Winning Pumela Salela has been Country Head for the United Kingdom (UK) under Brand South Africa, the custodian of the South Africa Country Brand in the last 8 years.

In 2022 she was awarded the EuroKnowledge Leadership Award, a prestigious award for excelling in Leadership. In the same year she was awarded the Champion for Africa Award. She is considered one the United Kingdom's most influential Africans.

In 2019 she received the BRITISH Award for African Development. In 2018, Pumela was featured as a POWERHOUSE in DESTINY magazine in South Africa. She is the 2018 recipient of the African Achiever Award presented to her in the House of Lords, UK.

Prior to this Pumela was the Chief Director for Economic Policy Development and Planning at the Department of Economic Development in South Africa.

The Rockefeller Foundation acknowledged her contribution and innovation in formulating systems which address poverty by selecting Salela to be one the 18 global recipients of the foundation's inaugural Global Fellowship on Social Innovation–an only South African to receive the honour.Pumela has also worked as a Consultant for the World Bank, based at the organisation's headquarters in United States, Washington D.C. and a Director: BPO at the dti, South Africa, The Director role was preceded by her position as Deputy Director for Investment Promotion at Trade and Investment South Africa. She has also been a lecturer in Strategic Brand Management at VEGA, The School of Branding.

Salela studied to complete her MBA with distinction (cum laude) in England through a Nelson Mandela Scholarship where she received the Council Award for being the Best MBA student. Pumela is the Chairperson of the Nelson Mandela Scholarship Alumni Association and a Mentor to Graca Machel Scholars. She is featured in the 2013 issue of the book: South Africa's Most Inspirational Women. She has also been featured in the 2012 issue of DESTINY magazine as one of South Africa's Young and Powerful Achievers. In 2013 the DESTINY magazine showcased her as one of the Top 40 young leaders, innovators and job creators in South Africa. Ms Salela has served as an On-air Advisor to investors on an Entrepreneurship Television Show called Rize Mzansi (Rise South Africa).