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Mpoomy
Ledwaba



Here to be Expansive

Building a life and a community without limits: Transforming a personal journey of healing into a movement helping women.

Some of the most powerful movements begin with a deeply personal question: How did I get here?. For Mpoomy Ledwaba, that question became the title of her bestselling book - and a doorway into a much bigger conversation about identity, healing, purpose and what it means to live a meaningful life.

A South African entrepreneur, author, international speaker and creator, Mpoomy is the founder of Wisdom & Wellness, a purpose-driven platform created to help women embrace more intentional, holistic and purposeful lives. What began as a personal journey of vulnerability and self-discovery has grown into a thriving ecosystem of content, community, education, wellness, media and live experiences.

Her own journey has been anything but conventional. A former university dropout, Mpoomy went on to become a Forbes Africa 30 Under 30 honouree in 2023, demonstrating that an unconventional beginning does not have to determine the limits of one's future. Her story is one of taking risks, learning through uncertainty and having the courage to build before having all the answers.

Through the award-winning *Wisdom and Wellness with Mpoomy Ledwaba* podcast, she has created a space for honest conversations about the things that shape women's lives. With more than a million downloads reported in 2024, the podcast has featured influential voices including Connie Ferguson, Nomzamo Mbatha, DJ Zinhle, Emma Grede and Khaya Mthethwa. Its significance lies not simply in its audience or guest list, but in the conversations it makes possible about ambition, relationships, faith, identity, money, healing and becoming.

Mpoomy has taken that philosophy beyond the screen. Through Unlimited WalkFest, she has created an immersive platform where women can gather around wellness, movement, music, creativity, conversation and community. It reflects her belief that wellness cannot be reduced to a single product or practice. It encompasses the whole woman; her mind, body, spirit, relationships, finances, health, ambitions and sense of purpose.

Her influence has also travelled beyond South Africa. In 2025, she took her perspective on African creativity and storytelling to the Cannes Lions International Festival of Creativity, participating in the session *Cracking the Code with African Creators*. She has also shared her insights on purpose, entrepreneurship, leadership and digital influence at platforms including the Forbes Leading

Women Summit and SingularityU South Africa Summit.

At the heart of Mpoomy's work is a belief in the transformative power of women supporting women. When women have access to knowledge, healthy relationships, confidence and spaces to grow, she believes the impact extends far beyond the individual, to families, businesses, communities and generations. Today, Mpoomy is building more than a personal brand. She is building an ecosystem where wellness meets culture, storytelling becomes education, and community becomes a catalyst for change.

Her message is beautifully simple: women do not have to fit themselves into one definition of success. They can evolve, reinvent themselves and pursue lives that are as expansive as their dreams.