

28^{of} 100**Pheladi
Mphahlele**

Here to be **Bold**

Redefining Africa's story through the power of purpose.

When the FIFA World Cup spotlight turned to Mexico, it wasn't only Tyla who was waving the South African flag as she performed the national anthem at the opening match. On the ground was another proudly Mzansi force: Red Cherry Interactive, led by Pheladi Mphahlele, who shared the country's story to an international audience through its carefully honed global tourism media channels.

A fitting moment for a woman who has carved out a career challenging how South Africa (and Africa) is seen, experienced and understood.

With more than two decades of high-level experience across events, brand activations, marketing and experiential engagement, Mphahlele brings together creativity, commercial acumen and

an unwavering belief in the potential of African businesses and people.

Boasting experience including orchestrating landmark international events such as the BRICS, African Union and SADC Summits, since acquiring a majority shareholding in Red Cherry Interactive in 2018, she has helped transform the agency from its media-buying roots into a fully integrated advertising and marketing business spanning strategy, creative, media, digital, production, PR, activations and experiential marketing.

At its heart is what Red Cherry calls "effective creativity": storytelling designed not simply to capture attention, but create measurable conversations and meaningful engagement.

For Mphahlele, storytelling is about more than creative execution, however. It is about forging emotional connections between people, places and brands while ensuring the quality of the narrative from concept through to delivery.

As a black woman leading a female owned agency in a historically male dominated South African advertising industry, she is equally passionate about creating space for others. She encourages women to find their voices, back themselves and take up space in industries where they have not always been equally represented.

It is a commitment which extends beyond the business through the Red Cherry Foundation, which focuses on youth development, women empowerment and community upliftment. Mphahlele's membership of the Women Presidents Organization (WPO) further reflects her passion for

strengthening women's influence in leadership and entrepreneurship.

So, too, Mphahlele is committed to her own self-development. She recently completed a Postgraduate Diploma in Management Practice through Henley Business School Africa, reinforcing her belief that leadership is a continuous journey of learning and reinvention. Hardworking, passionate and resilient, Mphahlele believes African businesses can be commercially successful while remaining grounded in people, purpose and meaningful impact.

For this advertising visionary and empowerment champion, true success is measured not only by the business you build, but by the opportunities you create for others along the way.

**Your
story
matters**

