

34^{of} 100
Olerato
Matsietsi



Here to be Relatable

**From working mother
to digital entrepreneur:**
 Turning the realities of
 work, motherhood and
 family life into a
 digital platform.

Some careers are carefully mapped out; others emerge quietly from curiosity, consistency and the courage to follow a new possibility. Olerato Matsietsi's journey belongs to the latter.

A South African parenting and lifestyle content creator, mother, former information technology professional and entrepreneur, Olerato has built a digital identity that has grown alongside her life. Known earlier in her public career as Olerato Moiloa, she is the founder of *Mommy and Baby Approved* and today leads Olerato and Family, a digital

community centred on motherhood, parenting, homemaking, travel and the everyday experiences of family life.

However, her journey to entrepreneurship did not begin by leaving the corporate world behind. It began while she was still in it.

Olerato built a career in business analysis, process improvement and technology, starting as a graduate business analyst at JDG Trading, moving to Internet Solutions and later spending almost a decade at MTN. Alongside her professional career, she was steadily building an online community, sharing the experiences of life as a working woman and mother.

What makes her story particularly resonant is her willingness to find value in the seemingly ordinary. Parenting routines, family holidays, product reviews, homemaking, exhaustion, laughter and the small victories of raising a family became content that resonated deeply with other women. Her platforms have grown into a substantial digital community, with Olerato and Family featuring lifestyle and family vlogs, parenting conversations and product reviews. But the numbers tell only part of the story.

Olerato's influence comes from relatability. She does not present motherhood as a perfectly curated experience. Instead, she embraces its contradictions: joy and fatigue, pride and parental guilt, ambition and responsibility.

That honesty has helped create something bigger than a content platform. It has fostered a community where women can recognise their own experiences. Her journey also challenges the idea

that professional identities must remain fixed. The skills she developed in technology became part of a broader entrepreneurial toolkit, demonstrating how professional expertise, lived experience and creativity can combine to create new opportunities.

For other women, particularly mothers, that possibility matters. Olerato demonstrates that motherhood does not have to limit ambition. Careers can evolve, skills can be repurposed, and personal passions can become an enterprise.

Olerato has taken the everyday and made it meaningful and valuable. In doing so, she reminds women that the next chapter of your life is not necessarily found by leaving who you are behind, but by building something new from everything you have already become.

**Your
story
matters**

