

49^{of} 100
Nokuthula
Mgwebile



Here to be Courageous

**Leading Aweh Mobile
with purpose and
people at the centre:
Building a business
grounded in creating
opportunities for others.**

Nokuthula Mgwebile's journey to becoming Managing Director of Aweh Mobile was not defined by one dramatic breakthrough, it was built through years of hard work, resilience, difficult decisions and a willingness to step beyond her comfort zone whenever new opportunities demanded it.

The values instilled in her from a young age, hard work, respect, responsibility and humility, continue to shape the leader she is today. For Nokuthula, success has never been about simply reaching the next title. It has been about doing the work well, creating value and

remaining grounded, regardless of the position she holds.

Her career has been shaped by moments when she was entrusted with greater responsibility, often before she felt completely ready. Each challenge became an opportunity to grow, while setbacks taught her that resilience is not about avoiding difficulty, but about how one responds when things do not go according to plan.

That lesson has become particularly important in her role at Aweh Mobile. As Managing Director, she carries responsibility not only for the organisation's performance and future, but also for the people whose livelihoods and aspirations are connected to it. She describes leadership as deeply human requiring strategic thinking and decisive action, but also empathy, communication and the ability to navigate uncertainty.

Her leadership philosophy is anchored in accountability, fairness, respect and developing people's talents. She believes in setting high standards while creating an environment where people understand what is expected of them, know that their contributions matter and feel confident enough to bring forward ideas and solutions.

As a woman in leadership, Nokuthula has also experienced moments when she felt she had to work harder to demonstrate her credibility. Rather than allowing those experiences to discourage her, she chose consistency, allowing her preparation, knowledge, work ethic and results to speak for themselves.

Today, her definition of success has evolved. Earlier in her career, success was measured through promotions, targets and recognition. Now, it is about building

something sustainable, creating opportunities and seeing other people grow.

That philosophy extends to the legacy she hopes to leave. Nokuthula wants her career to be measured not by the titles she accumulated, but by the people she developed and the doors she helped open.

For the next generation of women, her message is clear: do not limit your ambition before the world has had an opportunity to see what you are capable of. Leadership does not belong to someone else. Sometimes, you simply have to be courageous enough to enter the room, take your seat and make space for the women coming behind you.