



## MENTEE

### Nompumelelo Maesela

CEO, Servicios Empresaviales Holdings (PTY) LTD



South Africa

With over 15 years of unparalleled expertise in the business and finance sectors, Nompumelelo Maesela, referred to as “Mpumi”, has distinguished herself as a trailblazer, particularly in investment strategy, corporate finance, and agricultural value chains. Her in-depth knowledge encompasses overall business strategy, strategic partnerships, and global GAP compliance, with a unique mastery in agriculture impact and sustainability projects. Her astute analytical skills have been manifested in her adeptness in conducting feasibility studies and needs analysis research, ensuring the strategic alignment of projects with overarching organizational visions. Mpumi's footprint extends beyond South Africa, having established formidable relationships throughout Africa, fostering in-country agricultural development. Her encompassing ventures span the SA aggregation of grains, vegetables, and livestock, marking her presence significantly in the continent's agribusiness landscape. Collaborative initiatives with mining companies further underscore her innovative approach, where she seamlessly intertwines secondary economies and mining rehabilitation, envisioning sustainability beyond immediate mining operations.

### Servicios Empresaviales Holdings (PTY) LTD

SE Holdings, under Mpumi's leadership, has emerged as a lighthouse for farmers, offering them comprehensive solutions that traverse the entire agricultural value chain. Her leadership ethos, accentuated by her financial acumen and stakeholder management skills, is a testament to her commitment to uplifting and empowering diverse farming communities, with a special focus on championing women-owned rural businesses. Servicios Empresaviales Holdings (Pty) Ltd, incorporated in 2014 with offices in Gauteng. In 2020 the company was awarded ever-green contract with Tiger Brands to plant all grains, (min each of 1000 tons of sweet white beans, ground nuts, non-GMO maize, sorghum, wheat, and tomatoes). SE Holdings has won agricultural awards for its clients, the most recent has been SPAR won the ABSA Overall Winner (Rural Hub) in 2020 and Rural and Township Agricultural Initiative Award in 2021. The company has a 90% A Grade Small Bean Harvest Letter from Dry Bean Association – for 2021 Harvest.



## MENTOR

### Jocelyn Anderson

Farmer,  
Solutions from the Land