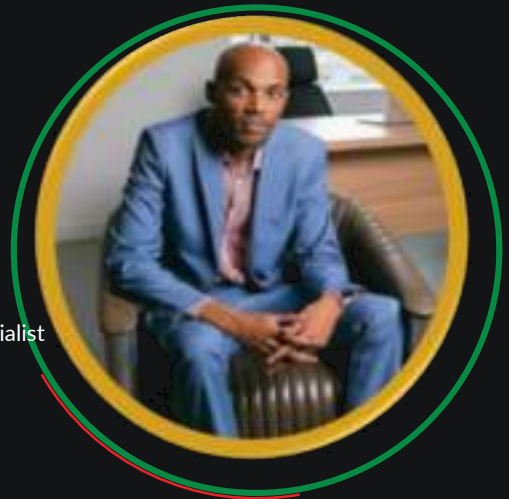




ASHLEY MAMA

INCOMING MAYOR OF JOHANNESBURG

Internationally Recognised Businessperson | Strategist | Conflict Resolution Specialist
Entrepreneur | Community Leader



EXECUTIVE PROFILE

Ashley Mama is a South African entrepreneur, strategist, conflict resolution specialist and community leader whose work spans business, institutional development, economic empowerment, public leadership and grassroots community action. Over more than a decade, he has operated where enterprise, politics and community needs intersect, building institutions, navigating complex stakeholder environments and driving practical interventions that have opened opportunities for businesses and residents.

He studied towards a BCom in Marketing and Business Management awarded by Oxford Brookes University through Damelin College. His professional profile combines commercial experience with political organisation, negotiation and community mobilisation, giving him direct exposure to both the demands of the private sector and the realities faced by communities across Johannesburg.

INTERNATIONAL RECOGNITION | ALICANTE, SPAIN 2026

In 2026, Mama was internationally recognised and awarded in Alicante, Spain, through the Clevenard Open Project 2026. The recognition honoured work advanced through his leadership as Executive Chairperson of the Eagles Eye Business Chamber and reflected his growing international profile as a South African business leader focused on enterprise development, trade, investment and economic participation.



BUSINESS LEADERSHIP & INSTITUTION BUILDING

At the centre of Mama's business career is the Eagles Eye Business Chamber, which he co-founded and leads as Executive Chairperson. The Chamber was established to strengthen enterprise development, widen access to markets and opportunities, and create stronger bridges between business, investors, government and strategic partners. Under his leadership, the institution has pursued a model focused on practical economic participation, trade, investment, SMME development and long-term institutional relevance.

His wider entrepreneurial experience includes building and leading multimillion-rand business ventures and working across consulting, technology, infrastructure and energy-related projects. He has also been involved in a major City Power infrastructure project in Honeydew, where work undertaken with High Voltage Power Solutions formed part of the delivery of a substantial electrical substation project.

ECONOMIC EMPOWERMENT IN NUMBERS

40+

SMMEs supported through commercial opportunities

100+

employment opportunities created or enabled

His record includes facilitating multimillion-rand private-sector opportunities that translated into contracts, enterprise access and employment, with a strong emphasis on young South Africans.

POLITICAL LEADERSHIP & STRATEGIC ORGANISING

Mama's political grounding was built through years of service in Mass Democratic Movement structures and local community governance. He held leadership responsibilities at ward, zonal and Johannesburg level and later served in ward governance with responsibility for Economic Development. This experience exposed him directly to grassroots organisation, constituency work, stakeholder negotiation and the functioning of local government.

One of the defining demonstrations of his organising ability came in Ward 97, where he served as chief strategist and mobiliser in a ward governance campaign that secured all ten Ward Committee seats for his political formation. He subsequently served as a Ward Governance Member for Economic Development, turning campaign organisation into direct participation in local governance.

LEADERSHIP APPROACH

His professional identity is strongly linked to conflict resolution and stakeholder alignment: bringing competing interests into the same room, reducing tension, creating workable agreements and converting those agreements into implementation. That combination of negotiation, commercial discipline and grassroots experience has been a recurring feature of his work.



COMMUNITY LEADERSHIP & SOCIAL IMPACT

Mama's public leadership record is perhaps most visible in the response to the displacement of approximately 200 residents in Ward 97. He led a march to the City, helped mobilise food, blankets, sanitary packs and other essentials for displaced residents over an extended period, and remained engaged in negotiations aimed at securing a permanent solution. The process contributed to the establishment of Ikemeleng Village in Honeydew, Roodepoort.

More than 20 additional families were subsequently assisted with relocation to the Fleurhof New Housing Development. His community work has also included feeding schemes, winter relief drives, engagement on the formalisation of informal settlements, bursary facilitation for young people and intervention in disputes involving workers who required support in having grievances heard and resolved at management level.

KEY LEADERSHIP HIGHLIGHTS

- Co-founder & Executive Chairperson, Eagles Eye Business Chamber
- Internationally recognised and awarded, Cleveland Open Project 2026, Alicante, Spain
- Facilitated multimillion-rand opportunities benefiting 40+ SMMEs
- Contributed to the creation or enabling of 100+ employment opportunities
- Chief strategist and mobiliser in a Ward 97 campaign that secured all 10 Ward Committee seats
- Served as Ward Governance Member for Economic Development
- Played a leading role in interventions that contributed to the establishment of Ikemeleng Village
- Mobilised support for 200+ displaced residents and helped secure relocation support for 20+ families
- Community work spanning bursaries, food relief, informal settlement advocacy and workers' rights

A RECORD BUILT ACROSS BUSINESS, POLITICS & COMMUNITY

Ashley Mama's profile is defined by the convergence of three worlds: enterprise, political organisation and community leadership. He understands the pressures facing entrepreneurs because he has built businesses; he understands stakeholder conflict because resolving complex disputes has been central to his professional work; and he understands communities because his leadership has repeatedly required direct mobilisation around housing, jobs, education, worker protection and local development.

His record reflects a leadership style centred on institution building, economic participation, negotiation and execution. Across the private sector and community space, his work has consistently focused on converting relationships and strategy into tangible outcomes: businesses supported, jobs enabled, families assisted, institutions built and difficult problems moved toward resolution.

PROFILE STATEMENT

A builder by nature and a strategist by discipline, Ashley Mama's public record is grounded in practical delivery, economic participation and community impact. His leadership journey continues to be shaped by a simple measure: whether institutions work better and whether people are left with greater opportunity, dignity and agency.