

Eleanor Bloem

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Eleanor's Credentials

Eleanor is the **Founder and CEO** of **MindFuse** Events Stategists**,** Director and Shareholder of **Red Rooster** brand activation agency, and serves on the board for **Pillars of Hope** (NPO). MindFuse is a **100% Black Woman-owned** business which Eleanor started in 2017.

Prior to MindFuse, Eleanor held the role of MD of Travel Motives, in which she successfully acquired 51% of the business 3 years later through sweat equity. Over the following 12 years, she led the expansion of the business **from R30m to R130m revenue** while also overseeing the merger and rebranding of Travel Motives into ThunderMark, which has since become **one of South Africa's leading corporate event management companies**.

Today Eleanor focuses on helping other entrepreneurs on their Journey having set up MindFuse to run independently.

About Eleanor

Eleanor is a passionate entrepreneur, but beyond business, she's a dedicated mom, golfer, and MMA enthusiast. She thrives on movement, believing an active life fuels both personal well-being and professional success.

Her journey has been shaped by both triumphs and challenges, teaching her the value of resilience, balance, and meaningful connections. As a natural relationship-builder, she finds joy in bringing people together and fostering growth—not just in business, but in life.

Her mantra, **"Build your business for your life, not your life for your business,"** reflects her commitment to living with purpose. Whether mentoring entrepreneurs or spending time with her family, Eleanor embraces a life where ambition and fulfillment go hand in hand. She's not just building businesses—she's building a life worth living.

How Eleanor can help your business

Eleanor firmly believe that entrepreneurship is the backbone of the South African economy, and that certain lessons are far more cost-effective when learned early, rather than through experience alone. She is deeply passionate about helping businesses develop and implement the tools necessary to drive efficiency, sustainability, and profitability.

Often, success comes down to providing the right support, enabling business leaders to gain clarity and see the bigger picture. She specialises in unlocking potential, helping leaders navigate challenges, and creating strategic pathways that add intrinsic value to their businesses.

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Build your business with **clarity** and **confidence.**



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