Gwyneth Gyimah Addo often called Gwen by many is a visionary business executive, philanthropist, and transformational strategist shaping the future of entrepreneurship across Africa.

Renowned for her ability to help startups, corporate institutions, and CEOs define their message, sharpen their strategy, and scale with clarity, Gwen has trained and mentored thousands of entrepreneurs through her one-on-one business strategy sessions, The TLS School of Business, and her foundation initiatives. Her work has consistently empowered leaders to build sustainable, globally competitive brands.

Her entrepreneurial journey is best exemplified by Hair Senta. A brand she grew from the trunk of her car into Ghana's leading human hair company, now serving international markets across the world. This remarkable growth story has positioned her as a living testament to visionary leadership, strategic thinking, and execution excellence.

As the pioneer and co-founder of HIBS Africa, the largest international hair and beauty trade show in Ghana, Gwen has built a powerful platform that connects local and multinational brands through trade exhibitions, entertainment, and high-impact networking experiences. Through HIBS Africa, she continues to project African brands onto the global stage.

A recognized thought leader, Gwen's active presence on social media has transformed the mindset of a new generation of entrepreneurs. Her book, Direction, listed among the top 10 books for startups, further established her voice as a guide for visionaries seeking clarity and purpose in business. In May 2022, she was featured in Forbes Africa for her impact and influence.

Currently, she is spearheading CAGA Heights, a commercial real estate development designed to position businesses for global relevance through a chain of retail spaces. Her work continues to earn her multiple awards both locally and internationally, solidifying her position as a formidable force in Africa's entrepreneurial ecosystem.

Gwen holds an Executive MBA from the China Europe International Business School (CEIBS) and completed an Executive Management Program at Harvard Business School in Boston, USA. She is currently pursuing a Master's in Sacred Ministry at the Daniel Institute.

Yet beyond accolades and enterprise, Gwen considers her greatest achievement to be inspiring leaders to place God as a key collaborator in their business success integrating faith, strategy, and excellence to build legacy-driven impact.