

NDABANINGI 'ZUBZ' MABUYE

The Last Letta

ZM-born | ZW-bred | ZA-based

The Artist

Zubz emerged as a flagship artist during the formative years of South African Hip-Hop, releasing three critically acclaimed solo albums through independent label Outrageous Records. Two of these earned SAMA nominations for Best Hip-Hop Album in their respective years. His 2004 debut "Listeners Digest" reached its 20-year milestone with a celebrated performance at Back to The City Hip Hop Festival in 2024.

Beyond solo work, Zubz has collaborated as songwriter and ghost-writer across Pop, Jazz, Hip-Hop and R&B, working with artists from legendary South African musicians Hugh Masekela and Pops Mohamed to international collaborators including Assalti Frontali (Italy), Chineseaman (France), and K.R.Y.T.I.C (Zambia).

His live performances have taken him across continents—from festivals in the Reunion Islands, Austria, Germany, Finland, Norway, and Italy, to shows throughout Africa including Angola, Kenya, Botswana, Eswatini, and Mozambique.

The Broadcaster & Voice

Television became another creative avenue. Zubz hosted and co-wrote DSTV's Channel O flagship show HEADRUSH, appeared in eTV's syndicated Hip-Hop documentary ABOVEGROUND, and narrated SABC 1's popular series THE HIP-HOP EFFECT.

His voice work extends across prominent African brands and campaigns: Pick 'n' Pay Zambia, BET Africa, NBA Africa, Builders Warehouse, KFC, Dischem, Zambezi Magic, and MTV, establishing him as a trusted brand voice across the continent.

The Technologist

Behind the artistry lies a BCom in Information Systems and Economics (Rhodes University, Class of 1999) and over 20 years creating bespoke technology solutions. As a Technology Strategist and Chief Technology Lead, Zubz has helped entrepreneurs, companies, and agencies reach their technology goals through systematic creative problem-solving.

This unique intersection of technical expertise and creative mastery birthed his signature philosophy:

#DopenessAsAService, where Hip-Hop meets Information Technology, providing creatives with systematic approaches to artistic expression without compromising the ineffable nature of creativity.

The Philosophy

"Delivering #DopenessAsAService" represents more than a tagline, it's a framework combining:

- **Ritual:** Intentional, repeatable creative practices that ground work in purpose
- **Craft:** High-quality, culturally resonant outputs reflecting deep skill and authenticity
- **System:** Operational frameworks that make creativity sustainable and scalable

This approach bridges cultural integrity with systems thinking, creating models that honour creative lineage while enabling growth and transformation.

Current Focus

Today, Zubz continues recording and collaborating with artists globally while establishing himself as a thought leader at the intersection of creativity and technology. His mission: inspiring and empowering African creatives specifically, and creatives broadly, to drive social change through innovative storytelling that blends art and technology.

"The last 20 years of my career have been diverse and fascinating," he reflects. "The diversity in my interests continues. I'm wild about soccer (a huge Arsenal fan), and I nerd out on tech, but my first love is music. I am also deeply passionate about our continent and what we have to offer economically, culturally and spiritually. This is a pivotal moment for artists especially, given the advent of AI, shifts in geo-politics and the huge spiritual awakening happening around the world. We need to speak up, loudly and fluently in the ancient language of music now more than ever."

Connect

Digital Presence:

- Website: www.zubz.co.za
- YouTube/Instagram/Twitter/TikTok/LinkedIn: @Zubzlastletta
- Substack: ZubzStack

Mission: To grow as a leading voice in activating seasoned creatives while empowering the next generation of African innovation through creative expression and holistic growth.

Availability: Open to strategic consulting, speaking engagements, collaborative projects, and advisory roles that bridge technology and creative expression with cultural authenticity.

"Mentorship for grown creatives. Inspiring creatives to lead through storytelling that merges art and technology, providing a foundation for social change and personal growth."

Zubz - Delivering #DopenessAsAService