

The Wrong* List

A hand-assembled directory of professionals who were told they were too different — and turned out to be right.

What It Is

The Wrong* List is an invite-only web directory of unconventional thinkers and professionals. Not a job board. Not a network. A curated record of people whose careers did not follow the script — and who built something worth paying attention to because of it.

Each entry is hand-selected by the curator. Nominations come from existing members. The list grows slowly, by design.

It is free to browse at thewronglist.com.

The Idea Behind It

The project started with a simple observation: the most interesting people in any room are usually the ones who were told, at some point, that they were doing it wrong. Wrong combination of skills. Wrong definition of success. Wrong industry. Wrong timeline.

The Wrong* List exists to make those people findable — and to make a case that being professionally wrong by conventional standards is often the most reliable signal that someone is worth knowing.

“I built this because I wished it had existed when I was finding my own footing. My network is full of people who were told they were too much, too different, too hard to categorise. This is a place for them.”

— Jomiro Eming, curator

Who Is On It

The founding cohort of 16 members spans nine countries: South Africa, Germany, Australia, Ireland, the Czech Republic, France, Poland, the Netherlands, and the United States. What they share is a non-linear path, a career that defied easy categorisation, and a track record that justifies the detour.

Members include:

Vanessa Raath — Global keynote speaker and AI talent strategist, *South Africa*

Zandile Darko — Theatre maker and director, *Hamburg, Germany*

Patrick Vogel — Creative director and founder, ALT/SHIFT, *Hamburg, Germany*

Clark Marchese — Founder and schemer, *France / USA*

Natasha Rajalingam — Brand and marketing strategist, *Australia*

Kevin Lynch — Writer and proprietor, *Dublin, Ireland*

Nicci Martin — Illustrator, *Prague, Czech Republic*

Candice Grobler — Community growth strategist, *Cape Town, South Africa*

Shea Karssing — Author and freelance writer, *South Africa*

Sian Ferguson — Full-stack word wizard, *Cape Town, South Africa*

Lauren Dixon-Paver — Art director, *Johannesburg, South Africa*

Christi du Toit — Multidisciplinary designer and illustrator, *Cape Town, South Africa*

Jason Schneider — Altruistic mischief maker, *Bend, Oregon, USA*

Alley Marsh — Chief happiness officer, *Cape Town, South Africa*

Amanda Perino — Community builder, *Amsterdam, Netherlands*

Jan Ambroziewicz — Product manager and builder, *Warsaw, Poland*

What Membership Includes

Being listed on The Wrong* List is not just a profile. Each member's entry includes a title, a short bio, and the thing they were always told was wrong with them — the detail that makes the directory what it is.

Members control their own availability: whether they are open to new projects, collaboration, speaking engagements, conversations, or none of the above. The directory reflects how each person actually wants to show up — not a static credential, but a live signal.

Members also have access to a private LinkedIn group — a space to connect directly with others on the list, share work, and find collaborators who understand what it means to have built a career outside the expected path.

Nominations work the same way. Being a member means being able to suggest someone whose unconventional path shaped you. The list grows through people who already understand what it stands for.

Who It Is For

People looking to hire or collaborate outside the obvious pool. People who feel like professional misfits and want evidence that this is an advantage. People who believe the most interesting careers do not follow a straight line.

Key Facts

Format: Invite-only web directory with private member community

Access: Free to browse, nomination-based to join

Founding cohort: 16 members across 9 countries

Member community: Private LinkedIn group

Launch date: 21 May 2026

Site: thewronglist.com

Curator: Jomiro Eming, freelance graphic designer and creative strategist, Hamburg

Tagline: Wrong by most standards, right by the ones that matter.

About the Curator

Jomiro Eming is a freelance graphic designer, creative strategist, and writer based in Hamburg. He works across branding, editorial design, publishing, and community. He has built a freelancer community (Link Out), is writing a book on failure and antifragility (How Birds Learn to Fly), and has spent most of his career operating at the edges of conventional categories. The Wrong* List is a personal project — a resource he built because he needed it and it did not exist.

Contact and Links

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