

MY STORY

# WOMEN IN POWERED ACCESS

## MANUELA VENDER

SALES & MARKETING DIRECTOR, EASY LIFT, ITALY

IPAF's Women in Powered Access initiative invites women of all ages in a variety of professional roles to share their inspiring stories, to help showcase and celebrate the opportunities our industry offers.

**What is your role in powered access?**

I've been in the industry for 20 years, working as sales and marketing director at Easy Lift since 2012, supporting our managing director in this family-owned company.

**How did you come into the industry and what attracted you to it?**

It was not a choice based on "attraction", more an opportunity I decided not to miss. In 2002 I was living in Milan, where I was born, working for GE Capital (the finance division of General Electric), when I decided to move to Reggio Emilia for love. Reggio Emilia is called "hydraulic valley" due to the high concentration of companies producing cranes, platforms and related components. It was easier to find a job in this field rather than in finance, so when I was offered an appealing job position as managing director in a start-up company selling truck-mounted platforms, I accepted because it was an exciting change and challenge. I had no idea what a platform was then, but after a while, I fell in love with the product and the access industry in general.

**What do you find inspiring about your role?**

More than what, I would say who: My mum. She worked as CFO in a General Electric company. She was great in her job but what impressed me more was the friendly deep relations she had with the team working for her as well as the CEO of the company, who was always asking for her advice. When I was a student, I often went to her office, and I could feel the respect, trust, and the "love" people felt for her. She was a "kind" leader. At the same time, she was a careful mum, wife and daughter, so she has been and still is for me an example to follow, trying to have a successful career while caring for others and being a reference point and presence in the lives of those I love.



**Where do you see yourself in five years, and what do you want to achieve?** When I joined, Easy Lift was small and mainly focused on the Italian market. Now it is exporting 90% of production, but there's still a lot to do to stand on the podium of biggest manufacturers of spider lifts in the world – my ambitious but not impossible mission!

**What advice would you give to other women in/thinking of entering the industry?**

Be yourself! Empathy and the ability to listen are fundamental to understanding the needs of a potential customer.

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