

## MY STORY

# WOMEN IN POWERED ACCESS

## GEMMA CLOTHIER

HEAD OF HR, VERSALIFT EUROPE, UK

**What is your role in powered access?** As the Head of HR for Versalift Europe, my role is to lead and shape the people strategy across our European operations. This involves fostering a positive and inclusive work culture, driving talent development, and ensuring that we attract, retain, and nurture the best talent in the industry. I work closely with all departments to align our people practices with our overall business goals, helping to create a unified, high-performing team across our various entities. Additionally, I support leadership in driving change, innovation, and continuous improvement within the organisation.

**How did you come into this industry and what attracted you to it?** I previously worked in the excavation industry and with the growing needs of utility companies and construction, amongst other sectors, Versalift is clearly a leading and well-known MEWP manufacturer in this industry. Versalift is growing, with great products, great opportunities and most importantly holds values that are aligned with my own. Finding a company that is market leading and understands the need to support its people is refreshing and I wanted to be part of the journey.

**What do you find inspiring about your role?** I find it incredibly inspiring that management understands the importance of good HR and the need to empower people. This supportive environment allows me to leverage my holistic approach to Human Resources Management, enabling me to drive meaningful change throughout the organisation. I can implement initiatives that enhance employee engagement, promote professional development, and



foster a culture of collaboration. Being part of a team that values people and prioritises their growth motivates me to create a workplace where everyone can thrive and contribute to our shared success.

**Where do you see yourself in five years and what do you want to achieve?** I see myself still at Versalift, with my fantastic team by my side. I envision our strategic efforts, coaching, mentoring, and strong people practices making an impact across all Versalift entities, helping to unify and strengthen the global team.

**What one piece of advice would you give to other women in/thinking of entering the industry?** Just go for it! Know your worth and use your skills and confidence to make great changes. Find a company that support women in the industry and understand the importance of having equal opportunities, not only with women, but with anyone.

**“We can only deliver productivity safely with great people and a great product.”**