

MY STORY

# WOMEN IN POWERED ACCESS

## TARA-CHELISE FOSBROOK

MARKETING MANAGER, VERSALIFT UNITED KINGDOM, UK

**What is your role in powered access?** As the Marketing Manager at Versalift, my role is to ensure that our brand and products reach the right audience, both in the UK and Ireland. This involves everything from developing strategic campaigns, driving brand awareness, and leading digital marketing initiatives to showcasing our innovations in powered access equipment. I'm focused on building strong relationships with our customers and industry partners while positioning Versalift as a leader in the access industry.

**How did you come into this industry and what attracted you to it?** I actually fell into the industry! I previously worked at King Vehicle Engineering, which had an access division called SkyKing. Through that role, and by attending exhibitions, I began building connections, and I quickly realised that it's one of those industries where everyone knows everyone. And through expanding my network, I had the opportunity to join Versalift. What attracted me most was there's always innovation happening, and it's exciting to be part of something that plays such an essential role in so many industries.

**What do you find inspiring about your role?** What inspires me most is the ability to make a real impact, not only in growing the business but also in helping to advance the industry. I love the fact that we're part of something that supports so many industries, construction, utilities, and telecommunications, and that the work we do helps to keep people safe and efficient when they're working at height.

**Where do you see yourself in five years and what do you want to achieve?** In



five years, I see myself continuing to evolve within the powered access industry, possibly stepping into a broader leadership role. I want to help elevate Versalift's presence not just in the UK but globally and driving new marketing initiatives and creating new opportunities from a marketing point of view.

**What one piece of advice would you give to other women in/thinking of entering the industry?** Don't hesitate to step out of your comfort zone! While the industry used to be very male dominated, that's shifting. It may not be the most 'glamorous' sector, but that's exactly what makes it exciting, its uniqueness

and niche appeal. There's so much potential here, and there's always room for fresh, diverse perspectives.

**“The beauty of working in this industry is that it's always changing. From new technologies to evolving customer needs, there's a constant drive to innovate.”**