

MY STORY

WOMEN IN POWERED ACCESS

LINDA BETTS

MAJOR ACCOUNTS MANAGER, ACCESS PLATFORM SALES, UK

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?

My role in capital machines sales (AWP) is to manage and grow the UK major rental companies within our given sector, this can include heavy plant and small tool divisions.

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

It was a lifetime dream of mine to achieve my HGV class-one driving licence, after which one of my first jobs was delivering mobile elevating work platform (MEWP) machinery after gaining my IPAF operator and demonstrator's licence, which was all completely new to me – in truth I didn't even know a scissor lift from a boom!

After completing my necessary licences from IPAF, I was ready to hit the road alone. At that point, my affection for the industry just continued to grow and grow in terms of both the people and the products and – 29 years later – I am still loving every minute.

What do you find inspiring about your role?

Every day is different, it's a constant learning ground, with so many interesting aspects. I believe the MEWP world attracts loyalty shown time and time again from the people who have dedicated their life's work to the industry, which inspires me to push and be better. The people inspire me and the sector we operate in; it's so varied and no two moments are ever the same.

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

As an extremely motivated individual who is driven by success and a craving to be at the top of her game, I now know – being somewhat older and wiser – that I'm just living for each day and certainly have no idea what five years from now will bring!



What would I want to achieve today? To manage and serve my customers to the best of my ability. To help and assist my colleagues and ensure I'm playing my part as a team player.

What advice would you give to other women in/thinking of entering the industry? My one piece of advice is: Just be yourself and keep striving towards your goal and don't give up. Unfortunately, you might have to push that much harder being in a male-dominated industry.

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