

MY STORY

WOMEN IN POWERED ACCESS

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What is your role in powered access?

I'm the founder and managing director of International Platforms. The business buys used MEWPs and works with manufacturers to help them dispose of trade-in machines. We sell these machines to rental companies, dealers, traders and end users worldwide either as seen or fully serviced and refurbished.

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

I joined the industry in 2004 after being invited to interview by an ex-colleague from a previous role in the IT sector. I was offered two jobs at that time – one to head up some newly launched Subway branches, and the other job being at Genie. Thank goodness I took the Genie role! Even at the interview I was immediately drawn into the atmosphere and family environment that was Genie at the time. I spent 12 years as Used Equipment Manager at Genie and four years at AJ Access before starting International Platforms in 2020. I was attracted by the opportunities to travel around Europe, meet new people and I also love problem-solving. I get a real sense of achievement from making sales in a very fast-moving environment.

What do you find inspiring about your role?

I started my own business because I wanted a better work-life balance, but I'm now busier than ever and loving every minute. As well as doing what I know best, buying and selling access platforms, I have enjoyed developing my management skills. I also get a lot of satisfaction from advising and providing customers with the right solution and having people come back to me year after year. It has also been a fantastic experience working with my daughter, Jade, who was just 21 when we started International Platforms together.

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

In the past three years Jade and I have worked hard to grow our business from nothing to an annual



turnover of more than £5m and it's been an amazing journey. Looking to the future, my vision is to have a thriving international business run by a team of happy, confident people and to achieve that work-life balance!

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

Back in 2004 it was quite daunting to be in a male-dominated environment. However, things have moved on now and my advice to any woman today is – remain professional, make sure you have a good understanding of your products and role and be trustworthy. Being tough-skinned is also an advantage! With these skills you can have a very rewarding and enjoyable career!

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