

Get to Know the Team

Favourite quote:

it isn't what we say or think that defines us but what we do-
Jane Austin

What do you do at Integration Technology?

This is always an interesting one to explain, when someone asks what you do, and you say Business Development often you are met with a vague look or ok so sales? But Business Development goes way beyond that, So I explain that my role is creating growth in my company through long term partnerships, strategic planning and knowing the market and customer's needs. Relationships are key in the industries we work in, yes there are other suppliers of UV systems but if you build a good relationship with your partners, you bring more than just the product to the table.



What are your credentials/past experience, for working in your position?

I have been in the printing/coating industry from the start of my career and have also grown up with the industry and been lucky to see the rise of industrial inkjet applications in particular, when I first started in the lab mixing inks, I was in the industrial ink group back then it was the black sheep of the department, but I was always interested in the potential of implementing inkjet into new areas. I got to experience this firsthand at Industrial Inkjet Ltd who are building single pass print engines, I got to be part of some industry firsts, and experience niche applications it was the biggest learning curve in my career from a technical point of view. Next, I took on the challenge of moving to Germany and going back to the ink side at indujet/Marabu. In Product Management you must be flexible and adaptable and able to make the right decisions fast. All my experiences put together have enabled me to have a rounded technical knowledge of all aspects of print and coating and this is invaluable in my current role.

What do you like about working at Integration Technology?

I started just one year ago at Integration Technology and for me, the decision to join was based on the passion the people had for pushing the company to the next level. Also, I was impressed by the products themselves, even being in the print industry before I had not given too much thought to what goes into developing and building a UV system. Like most things, there is more to it than you think, and it struck me how much knowledge was in the company and the small details that made a difference in an effective UV system. For me, it must be more than just a job as I must believe in what I am doing. I want to contribute to the company's vision and be part of continuing our goal which is to be pioneering and drive LED technology into new market areas.

What's your background?

I had a slightly unconventional path to where I am today, but I see that as a positive as it has given me many life experiences and challenges, I always say it makes for a good story! I did things backwards in some ways, I studied while working and having a family which was not the most relaxing experience! From a young age I was fascinated by travel and other cultures, I did not get to experience this in till my early teens when I went to Austria on a school skiing trip. I spent my free time walking around the town and taking everything in, since that point, I always had the dream of living in a different country, which happened when I moved to Germany. It was a great decision, I got to see things from a whole different perspective. I think one of the hardest challenges in my life was learning German! But I am also proud of this achievement and Germany is my home now I just wish they had crumpets and fish and chips! Then it would be perfect.

What are the values that drive you?

I have always pushed myself and did things that seemed at the time impossible, but I am a great believer in going outside the comfort zone and taking a risk. Also, for me, a key point is that having been a parent and also a single parent I have always been an advocate for the fact that it is possible to have a career and a family equally for women as is for men. I am active in this topic especially in Germany as in some regions it is still a challenge to be working parents especially both working Full-Time, unfortunately, there are childcare issues and still some stigma of having a career and children. Of course, being from a technical background I am also keen on encouraging more women to come into the world of industrial print and coating, it still is a male-dominated industry. I believe that as many different perspectives and outlooks will only improve and keep the industry innovative and forward-thinking.

Your top 3 favorite Podcasts/Books?

I only read non-fiction these days as I have limited time. Since I am an avid history fan, my favourite period being the Tudors I often read history-based books. One book I love is The Death of Kings: A Medical History of the Kings and Queens of England. It gives evaluations of the cause of deaths I find the history of medicine an interesting topic. An interesting book that I feel relates to explaining also why Business Development people are an interesting breed is The Tipping Point by Malcolm Gladwell. If you read it, you will see he explains the different types of personalities and how they interact, and I see BDM people as a combination of a connector and salesperson. Connectors are people that know everyone and link everyone together, Salesman can build instant rapport with another person and are persuaders.

What do you enjoy doing when you are not working?

Well, my kids always say I should get more hobbies. But they do not see my hobbies as fun I suppose, they think cleaning is my hobby as I love the Marie Kondo principle. Sounds crazy

but I find it relaxing to organise and I do have one of those clothes folding boards (like Sheldon in Big Bang). I am also a big fan of reusing and repurposing, so I enjoy doing projects at home that involve these aspects and I am an avid sustainable fashion fan, so I buy and sell second-hand clothes. I also help organise and take part in an International Parents group in my local area. Where we normally arrange meetups and events to connect people especially for supporting new families coming to Germany.

