



Information Item	Council priorities for new faces means new benefits
Sponsor	CEO
Date	November 2019

### **Council priorities for new faces means new benefits.**

While Kirsten Davidson admits she's not as long in the tooth as some of her industry colleagues, she's certainly up for the challenge of Crane Association Council.

Having only moved from South Africa to New Zealand three years ago, much of Kirsten's 27 years' experience in sales and marketing has been in the international setting.

In 1992, she was a Mitsubishi Liaison Officer in Zimbabwe in charge of dealer management for the corporation's vehicle business, and took the lead on contract negotiations for the export and import of products, among other things.

More than a decade later, and she was asked to set up an office in Dubai, United Arab Emirates by crane manufacturer The Manitowoc Company.

That more than 10-year stint gave Kirsten a varied role; independently managing the territories of Qatar, Kuwait & Egypt to East Africa (Kenya, Tanzania, Uganda) and Angola; generating and driving new sales' leads; managing and building customer / dealer relationships at a senior level.

After a year off from the corporate world and relocating to New Zealand, Kirsten began a new journey with Titan Equipment as its National Sales Manager.

And now she's starting another one – as one of the Crane Association's newest Councillors. "My career has given me a great snapshot of crane sales, working for a dealer, as I had a whole different perspective then coming from a manufacturer.

But with being at Titan and going to the CANZ conferences, that's how I was nominated by my peers to a position on the Council – I didn't actually think of doing it myself.

"I'm still relatively new to the New Zealand crane industry, so I still feel a bit like a baby within an industry that is very historic in nature and one that has longstanding generations of crane families."

Despite this, she says that people like to complain about the status quo without putting in the effort to help change it.

Which is why she says she'd rather help the industry and the association better itself with a wider representation of views than just sit back and do nothing.

“At the end of the day, because the industry is so diverse, it needs proper representation. And one of the Council’s priorities going forward is to ensure we have that diversity – that all the different cranes are involved.”

It’s also good to have some new faces in these roles to add a new perspective, she adds.

And while the newer faces within the crane industry could never take away from the efforts of those who have come before, new blood could mean different opportunities.

“It’s all very new to me – have I contributed anything just yet? No, but I do believe once I get settled in, then I can add my different experiences to benefit the Association.”

Kirsten Davidson  
Titan NZ  
CANZ Council Member



*Newsletter Disclaimer:*

*The information in any CANZ newsletter is for general use only. The information has been provided by CANZ and by third parties including CANZ members. While CANZ has reasonably endeavoured to provide accurate information, neither CANZ nor the third parties provide any guarantees regarding the correctness, currency, completeness or suitability of the information for any particular purpose. It should not be relied on in place of appropriate specific advice or verification. Opinions provided by third parties on any matter do not necessarily represent the opinion or policy of CANZ.*

*The newsletter also contains promotional information about third parties and their products and services, including references to CANZ sponsors, and links to third party websites. CANZ does not endorse third party products or services, and any dealings with third parties, including accessing their websites, will be at the user’s sole risk.*