



FEBRUARY 2025 - ISSUE IX



KLEOPATRA KYRIMI
Group Marketing & Communications Manager

EDITORIAL

Welcome to the ninth edition of Sarens Women+. When we started this magazine nearly five years ago, we set out to represent a variety of women's voices from within the traditionally male-dominated cranes, heavy lifting...

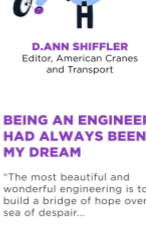
[READ MORE](#)

PLUS OP-ED GIRLS ON FIRE

Being a woman in the crane industry has had its challenges, but things have come a long way, baby.

"You've come a long..."

[READ MORE](#)



D.ANN SHIFFLER
Editor, American Cranes and Transport

BEING AN ENGINEER HAD ALWAYS BEEN MY DREAM

"The most beautiful and wonderful engineering is to build a bridge of hope over a sea of despair..."

[READ MORE](#)

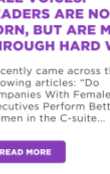


NOUR JAMAL
Operations Manager - Middle East

A BATTLE OF FEMININITY OVER MASCULINITY

No clearer sign of lost sensibility. These aggressions and flaws are not gender specific. People and workplaces can be rather impressionistic...

[READ MORE](#)



JANINE BUTCHER
Sales Key Account Manager



MARC DE BOOM
Chief HR Officer & Chief Information Officer

MALE VOICES: LEADERS ARE NOT BORN, BUT ARE MADE THROUGH HARD WORK

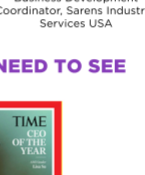
I recently came across the following articles: "Do Companies With Female Executives Perform Better? Women in the C-suite..."

[READ MORE](#)

THE TIME IS NOW

While the nuclear world as we know it would not exist without strides made by great historical figures like Marie Curie, Lise Meitner, and Katherine Way (just to name a few), the nuclear...

[READ MORE](#)



MAROLA KRACZEK
Business Development Coordinator, Sarens Industrial Services USA

PICTURES YOU NEED TO SEE

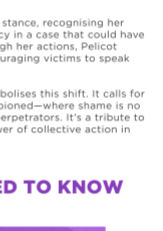


Su's leadership has led AMD to surpass Intel as the stronger company in the semiconductor industry.

TIME MAGAZINE CEO OF THE YEAR 2024

Lisa Su, the President and CEO of AMD, has received numerous accolades, with one of the most prestigious being named Time Magazine's CEO of the Year for 2024. When she took the helm, AMD's stock was low, but under her leadership, she multiplied it by a factor of over 10, turning the company into a key player in processors for gaming, AI, and data centers. Su's leadership has led AMD to surpass Intel as the stronger company in the semiconductor industry.

Su is a prominent feminist figure, breaking gender barriers in the male-dominated tech field. As a woman in a top leadership role, she inspires women in STEM and demonstrates how intelligence and perseverance can shatter glass ceilings. Her success is a powerful reminder of the importance of gender equality and female empowerment in tech.



Gisèle Pelicot's, the shame should lie with the aggressor, not the victim.

"LA HONTE CHANGE 2 CAMP": HOW GISÈLE PELICOT FLIPPED THE SCRIPT ON SHAME

Following Gisèle Pelicot's highly publicised trial, a mural in France emerged bearing the phrase "la honte change 2 camp" ("shame changes sides"). This phrase reflects Pelicot's wish to have her trial open to the public, despite its sensitive nature. She aimed to challenge the societal shame that often burdens rape victims, asserting that the shame should lie with the aggressor, not the victim.

The public largely supported Pelicot's stance, recognising her courageous act of seeking transparency in a case that could have been kept behind closed doors. Through her actions, Pelicot hoped to shift societal attitudes, encouraging victims to speak out and reclaim their dignity.

The mural, with its bold message, symbolises this shift. It calls for the cultural change that Pelicot championed—where shame is no longer placed on victims, but on the perpetrators. It's a tribute to her bravery and a reminder of the power of collective action in changing societal perceptions.

THINGS YOU NEED TO KNOW



Source: Welcome | UN Women - Headquarters

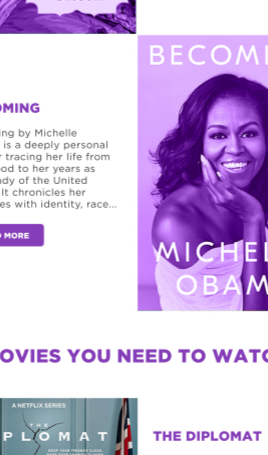
IS "FEMICIDE" A NECESSARY TERM?

Femicide refers to the gender-based killing of women, often by intimate partners or family members, driven by misogyny and inequality. Studies show that women are disproportionately victims of intimate partner violence, with 53% of female homicides in the U.S. linked to intimate partners, compared to just 8% of male homicide victims. However, when it comes to all family-related killings, men are more likely to be killed by non-intimate family members.

Supporters of the term argue it's crucial for addressing gendered violence and ensuring targeted protections for women. Labeling these killings as femicides draws attention to misogynistic violence that often goes unchecked.

Critics, however, contend that creating gender-specific categories risks undermining the universality of homicide and perpetuating division. They argue that all killings, regardless of gender, should be treated equally, focusing on the root causes of family violence, not just the gender dynamics.

The debate over femicide is complex. While the term helps address the particular vulnerabilities women face, its necessity and implications remain contentious. The challenge lies in balancing the need for recognition with a broader, inclusive approach to violence.



THE ERAS TOUR: THE HIGHEST-GROSSING CONCERT TOUR OF ALL TIME

Taylor Swift's Eras Tour, the highest-grossing concert tour of all time, has grossed over \$2 billion, cementing her status as a global music icon. Beyond her unparalleled success on stage, Swift has become a powerful feminist figure through her advocacy for women's rights and her refusal to accept gendered double standards in the entertainment industry. Her lyrics tackle themes of empowerment, self-assertion, and solidarity among women, while she openly challenges sexism, advocates for equal pay, and supports causes like sexual assault victims. Swift continues to inspire millions of women worldwide to embrace their strength and independence.

BOOKS YOU NEED TO READ



THE BLUESTOCKINGS: A HISTORY OF THE FIRST WOMEN'S MOVEMENT

The Bluestockings: A History of the First Women's Movement by Susannah Gibson explores the pioneering 18th-century Englishwomen who redefined intellectual and social roles...

[READ MORE](#)

BECOMING

Becoming by Michelle Obama is a deeply personal memoir tracing her life from childhood to her years as First Lady of the United States. It chronicles her struggles with identity, race...

[READ MORE](#)



MOVIES YOU NEED TO WATCH

THE DIPLOMAT

The Diplomat delves into modern geopolitics through Kate Winslet, an American ambassador navigating a volatile political landscape. While its sharp dialogue and complex dynamics engage viewers, Winslet's inconsistent characterisation makes it hard to root for her or fully invest in the stakes. Yet, this reflects the limited space...

[READ MORE](#)

SUFFRAGETTE

Suffragette (2015) is a powerful portrayal of the women's suffrage movement, focusing on working-class activist Maud Watts (Carey Mulligan). Through Maud's journey, the film unflinchingly depicts the struggles of early 20th-century women fighting for equality...

[READ MORE](#)

