

Katie Webb

Service Coordinator



Katie Webb didn't set out to build a 20-year career in trade-based industries – the industry found her. Starting in an accounts role within auto electrical, she gradually moved through sales, auditing, estimating and project management before joining AE Smith two years ago.

Along the way, she built something far more important than a resume: her voice. Early in her career, she learned how to stand her ground, speak with integrity and contribute with confidence – skills that have shaped every role since.

Outside of work, that same discipline shows up in her triathlon training – giving time, energy and focus now to gain strength later. Whether in sport or in business, Katie believes what you put in is what you get out.

Today, that steady strength shapes how she works, leads and sets boundaries. For Katie, growth comes from knowing when to say yes – and when to confidently say no.

1. This year's IWD theme is "Give to Gain". What does this mean to you?

For me, it comes down to discipline and effort. I'm currently training for a triathlon, and I know that the time, energy and mental strength I give now will determine what I gain on race day.

That mindset carries into my professional life. If you want to achieve individual or team goals, you have to invest in them. What you give – whether it's focus, effort or commitment – is what you gain in return.

2. Can you share a moment in your career that really shaped who you are today?

Early in my career, I had a customer who constantly tested my knowledge and confidence. It got to the point where I was leaving interactions in tears.

My boss said to me, "There's only one way to fix this – you need to stand up to him and use your voice."

The day I did that was the day everything shifted. I changed how I carried myself, how I spoke and how I approached difficult conversations. The customer later sent flowers along with an apology – which felt like a quiet victory.

That moment shaped me into a stronger person. Finding my voice changed everything.

3. What's something you've had to learn to back yourself on over time?

In a previous role, I had a team member who was non-verbal. To support her, we adjusted how we communicated and how our team operated so she could fully participate and thrive.

What I didn't expect was how much she would teach me in return. She helped me understand communication beyond words – reading cues, patterns and body language in a deeper way. I learned that silence and presence can be just as powerful as speaking.

That experience didn't just change how I lead – it changed how I connect with people.

5. Do you have a favourite quote or saying that inspires you or reflects how you approach work or life?

If it's not a hell yes, then it's a hell no.

We only have so much time and energy, and I've learned not to give mine to things that don't align with my purpose.

It's easy to say yes out of habit, especially as women, but protecting your time and values matters.

Clarity creates better decisions – in work and in life.

4. What's one change you'd love to see in our industry over the next few years?

A woman who has always stayed with me is Maisie Winton, a local Aboriginal elder from the town where I grew up.

She was deeply respected within her tribe and had a natural authority while balancing modern Australian life with strong cultural roots. She was also a primary school teacher at my school, and she devoted her life to creating opportunities for Indigenous children while preserving culture through education and art.

Her quiet leadership and steady presence left a lasting impression on me. She showed me that strength doesn't have to be loud to be powerful.

6. If you could give your younger self – or a young woman starting out – one piece of advice, what would it be?

Speak your truth and keep your integrity.

It's simple advice, but powerful. Back yourself, be honest about what you believe and stand by your values – even when it feels uncomfortable.



Speak your truth and keep your integrity.

Getting To Know Katie



What's your favourite movie?
Muriel's Wedding



What's your favourite cuisine?
Seafood or modern Australian



What's your Go-to karaoke song?
"Bohemian Rhapsody" – Queen



You're on a desert island – what's the one thing you're bringing or having?
A boat



What's something people would be surprised to know about you?
She was ranked #2 in Australia for BMX as a teenager.