

Penni Donato

Managing Director, Allin Towbars

Penni, as the Managing Director of Allin Towbars, co-owns the business with her sister, marking their second generation of ownership. With a remarkable legacy of 73 years, the family enterprise has been manufacturing and installing towbars from the same location. The company's forte lies in designing, developing, fabricating, and testing its products in-house. A dedicated team of 30 skilled professionals, including Mechanical Engineers, Welders, Fabricators, Auto Electricians, Accessory Installers, and Administration/Sales personnel, contribute to this process.

Penni and her sisters inherited the business from their father in 2014, leading to significant transformations and diversification. Upgrades to the facility, encompassing new production machinery, an enhanced workshop, showroom, and improved staff facilities, have elevated the business's professionalism and facilitated growth.

An advocate for thriving family businesses, Penni values FBA membership for its guidance on sound governance and professional support, addressing not only daily business challenges but also niche services pertaining to family-run enterprises.

Penni emphasises continuous investment in the skills of the Allin team and staying abreast of technology, consumer trends, and modern management methodologies. This approach sustains the company's vitality and keeps team members engaged and enthusiastic.

Penni holds an MBA from the University of Adelaide and has completed the Company Directors course with the AICD. The Company Directors have been proud FBA members since 2016.

In recognition of her contributions, Penni received the esteemed FBA 2023 Leading Women in Family Business Award.

