



Simon Birch

Simon Birch is a towing industry veteran, with over 30 years of experience in all aspects of the industry. He began his career at 16 years old as an apprentice recovery mechanic in the British Army. After serving for six years, primarily in the heavy truck and tank recovery field, he went to work for the largest towing and recovery operation in the UK.

It was during this time he was given the opportunity to move to the USA and work for one of the most respected towing operators in the country. Don Rolling, one of the founding members of the Wisconsin Towing Association, and the International Towing and Recovery Hall of Fame, offered Simon a position at Don's Towing Service in Madison, Wi.

Since moving to the US in 1991, Simon has held many positions at several companies, including Operations Supervisor at Florida's largest and oldest towing company, Stepp's Towing. In 2009, Simon started Liberty Towing Service in Madison, which to this day is a well-respected and flourishing company in that area.

In 2013, he was asked by AW Direct, The US's largest distributor of towing and recovery equipment, to join their team as a Technical Advisor. Today, he holds the position of Technical Merchandise Manager, for which he is responsible for new product development, tradeshow participation, and all in house and external training programs and seminars.

Simon is certified at multiple levels, by multiple training associations, including Wreck Master and Miller Industries. He was elected into the Institute of Vehicle Recovery in April of 1991 and is a member of many State Associations.



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