

Towell Auto Centre appoints new Business Development and Training Manager

Formose Pereira has been appointed as the new Business Development & Training Manager for Towell Auto Centre. Pereira joined the company in 2000 as a Product Consultant and since then he has been instrumental in the top sales performance of Towell Auto Centre. He has risen steadily to his present position by way of diligence and dedication.



His top job priority will now focus on Business Development, which involves taking on new business opportunities, ensuring the company's success in these new ventures and also guaranteeing that new project plans are created and executed. His previous post as Fleet Sales Manager included managing a team of six Sales Executives. This interaction put him in touch with the top companies in the Oman market, now assisting him in furthering his dealing better. His vast experience in Team Management – Retail and Fleet - and his excellent working relationship with corporate heads and customers has propelled him into his current role.

Speaking on his new role, Pereira commented, “Training and evaluation of all Branch Managers and Product Consultants for all branches in Muscat, will be an added responsibility for me. Besides this, I will also aim at increasing productivity and the effectiveness of the team, by giving skillful inputs. I plan to also focus on all areas that have been neglected so far.” Ultimately, Pereira will aim at synergising various profit centers like MAZDA and SEAT, to name a few.

Having earned an Engineering Degree in Mechanical Engineering from KJ Somaiya College, Mumbai University, he was selected to join the Indian Air Force (Core of Aeronautic Engineers). He later went on to work as Production Engineer at Mahindra & Mahindra, Mumbai, for a year followed by a two-year stint at Elite Systems & Solutions, Mumbai, as a Consultant (Ergonomics).

Over the years at Towell Auto Centre, Pereira has been sincerely appreciated and repeatedly accredited. The most notable of them was being recognized as the “**Star Performer for the year 2003**”, the “**Star of the Month**” for 2 consecutive quarters of 2003, and the **Best Product Consultant** for two consecutive years in 2001 and 2002 for exceeding annual sales targets.

He has been featured in a few Mazda campaigns as Brand Ambassador and never misses an opportunity to promote his brand. Amidst his demanding schedules, he still manages to keep up his passion for football, cricket and rock music. Pereira never misses a game on the weekends, just as diligently as he keep up his deadlines!

The Towell Group boasts of one of Oman's lustrous corporate pasts. Today the company seeks to stand at the forefront of management development, industrial and corporate citizenship activities that reflects its vision of the future. The Towell Group recently shifted their headquarters to Athaiba, and inaugurated their biggest Mazda showroom, which was a conscientious move to make the most of the burgeoning industrial hub in Ghala.