

MiX Telematics appoints new Head of Sales and Marketing for the Middle East to help grow and diversify business

DUBAI, DUBAI, UAE, March 15, 2016 /EINPresswire.com/ -- [MiX Telematics](#), a leading global provider of fleet and mobile asset management solutions, has announced the appointment of David Nicholls as Head of Sales and Marketing for the Middle East. In his new role, Nicholls will be responsible for delivering the growth of the MiX [Telematics](#) business across the region. A focus area for MiX in the Middle East has and will continue to be the recruitment of new channel partners, with the aim of expanding the business into new markets and sectors.



Over the last year, Nicholls has led business development for MiX Telematics in emerging markets such as India, Turkey and Russia delivering substantial growth. He is a former British Army Officer with considerable experience in both government and private sectors where he has developed strong leadership, programme management and stakeholder engagement skills. These attributes will stand him in good stead supporting new and existing channel partners selling and delivering MiX Telematics products and services across the complex region.

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David Nicholls

“Having recently operated in some of the world’s most demanding markets, I know that fleets desperately need a solution and service that delivers value 24/7/365 – at an affordable price. As a global player, MiX has a renowned and trusted solutions approach and service methodology that have secured significant market share across the Middle East fleet market, especially in the Oil and Gas sector. Due to the regional geopolitical issues and the low price of oil, our current challenge is to diversify the Middle East business and

deliver continued quarter-on-quarter growth,” said Nicholls.

“I’m confident that with David and his team in place, we’ll be able to grow and strengthen our presence in the Middle East region faster than ever before,” concluded Alan Hall, Managing Director of MiX Telematics Middle East, Australasia and Asia.

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