

Maria Moncada Alaoui  
General Manager  
Momentum BMW West

Maria Moncada Alaoui is the general manager for Momentum BMW West on the Katy Freeway. She's been in the automotive industry for more than 20 years and held several positions, working her way up from administration and accounting to sales to management. Moncada Alaoui has been with Momentum BMW West for almost seven years and has proudly served as general manager for the past four years.

Moncada Alaoui attended Dealer Academy, which prepared her to become a dealer operator. In this position, she oversees all sales operations, and six departments, which include service and parts, two collision centers and an accounting team. She is responsible for customer and associate satisfaction as well as making sure the company is not only profitable but reaches its full potential.

Moncada Alaoui's store was most recently honored by being named a Center of Excellence Dealership, a recognition only given to the top 10% of BMW stores in the world. Momentum BMW West has been named the

#1 Certified Pre-Owned Dealership in North America four years in a row and is on track for the fifth consecutive year.

Moncada Alaoui is influenced by numerous individuals. From a personal perspective, she is influenced by her parents because they led a great example – through their standard of integrity, hard work and high morals, Moncada Alaoui has learned what it takes to be an effective leader and good businesswoman. From a business perspective, Moncada Alaoui is influenced by a couple of mentors she has met throughout her business career, one being Rick Ford, who is a divisional president for several dealerships. She is inspired by his hard work, dedication and commitment to excellence. Additionally, Moncada Alaoui is influenced by Karen McKemie, the first female boss she ever had, who is tenacious and a big supporter. Moncada Alaoui is also inspired by Jeff Dyke, Chief Operations Officer for Sonic Automotive.

"Sonic Automotive is a very progressive company. In a predominantly male dominated industry, Jeff Dyke has proven that he is more concerned about hiring the right person that can achieve results rather than fitting a stereotype," Moncada Alaoui said.

Moncada Alaoui is passionate about giving back to the Houston community. She is involved with Women Driving Business, The Houston West Chamber of Commerce, as well as a sponsor for the Texas Exes, but what is near and dear to her heart are children in need and for the sixth year in the row she is contributing to Houston Children's Charity and has helped them raise more than \$300,000.

Moncada Alaoui is married to Omar, whom she credits for being her strongest supporter and encourager. She has an amazing step-son, Joseph. When she's not working, she enjoys spending time with her family going on long road trips in style with The Ultimate Driving Machine. She is a member of St. John Vianney Catholic Church.

A quote Moncada Alaoui remembers her mentor using and one she still refers to today is "Excuses are no more than an admission to failure." Essentially it means, whenever we begin to make excuses for why something didn't work, we've already admitted defeat. Instead, we should use our energy to focus on what it takes to make it happen.