

Inga Broerman Joins All Traffic Solutions as Chief Marketing Officer

Award winning marketing executive joins the firm, bringing depth in strategic marketing and pipeline generation to accelerate growth of ATS's patented TrafficCloud Management Ecosystem

State College, PA and Washington, DC ([PRWEB](#)) September 19, 2016 -- All Traffic Solutions, the leader in [traffic safety equipment](#) for law enforcement and cloud based traffic management solutions that integrate with data from [intelligent transportation systems](#), congestion management solutions and [parking availability](#) sensors, has announced that Inga Broerman has joined the company as Chief Marketing Officer (CMO). Broerman brings 20 years of marketing experience, specializing in innovative go-to-market and demand generation strategies that result in significant revenue and product line growth. In her role, Broerman is responsible for the company's marketing programs, including global go-to-market strategy, market analysis, product/solutions marketing, demand generation, branding, digital, public and analyst relations, and overall positioning.

“We are excited to have Inga on board to help All Traffic Solutions execute on its vision to help organizations leverage the IoT and cloud based data to manage traffic, build intelligent transportation systems and support Smart Cities projects,” said Jim Weaver, Chief Executive Officer of ATS. “ATS has aggressive plans to expand our patented [TrafficCloud](#) Management Ecosystem that allows customers to manage remote equipment from multiple vendors, using the generated data to streamline operations and achieve actionable results. Inga's successful track record and stellar results in transforming the marketing functions in technology companies gives us a competitive advantage that will help us continue to position the TrafficCloud platform to be the leading provider of traffic management solutions, and achieve our growth objectives.”

Prior to joining ATS, Broerman was a partner with Texas based Chief Outsiders, LLC, a national consulting firm of over 50 Fractional Chief Marketing Officers serving small and mid-sized companies in high-growth mode. In this capacity, she helped numerous companies plan and implement their growth strategies, from market analysis to product portfolio planning to go-to-market strategies to demand generation and execution of communications strategies.

Prior to joining Chief Outsiders, Broerman served in executive marketing roles with Deltek, GuideStar and Vocus, leading organizations responsible delivery against aggressive growth objectives. During her tenure in these organizations, she was able to effectively work to build marketing strategy that supported revenue objectives, architect go-to-market plans designed to build market presence and adoption, and implement creative demand generation and communications programs that drove results.

“All Traffic Solutions' drive to execute on its vision of innovation is poised to redefine the strategic value of traffic safety solutions,” said Inga Broerman, Chief Marketing Officer, ATS “I am thrilled to join a best-in-class organization and executive team that is laser focused on revolutionizing the IoT world. ATS's traffic safety heritage combined with our patented cloud based ecosystem gives the firm a competitive advantage that effectively positions us to move into the emerging sensor driven transportation world, helping organizations, governments and technology providers meet their ongoing challenges.”

Broerman holds a Bachelor's degree in Political Science and English from Tulane University.

About All Traffic Solutions



Located in State College, PA., All Traffic Solutions is consistently recognized as a leading innovator in the traffic safety market for [radar speed](#) and [variable message](#) displays, imaging products and intelligent transportation systems, delivering groundbreaking levels of service and product capability. By integrating cloud technology into all of its products, All Traffic Solutions allows customers to manage all their equipment and data remotely, through a browser resulting in better traffic safety outcomes and initiatives related to vehicle-to-infrastructure solutions and smart cities.



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