All Traffic Solutions Expands Leadership Team; Announces Key Appointments as Company Continues to Drive Excellence and Innovation in Parking and Transportation Technology

Parking and transportation technology innovator All Traffic Solutions expands its leadership team with the appointments of B2B sales leader Jim Dineen as Vice President of Sales and seasoned technology marketer Eric Waldschmidt as Vice President of Marketing. ATS also announces two key product and customer success appointments as the company continues to drive excellence and advancements in IoT open-platform transportation technology.

HERNDON, Va. (PRWEB) January 17, 2019 -- All Traffic Solutions, an innovator in cloud-based, open-platform smart parking and transportation technology, announces today the appointments of key positions within the organization.

Jim Dineen has joined ATS as Vice President of Sales where he will drive sales development in the company's Parking and Traffic segments. Mr. Dineen is a top-performing international senior executive with extensive experience in developing and directing high impact technology sales solutions from concept to revenue delivery as well as in forging strong customer relationships. He also has enterprise expertise in the US and in Asia, Latin America and South America. Prior to joining ATS, Mr. Dineen held executive positions with HERE Technologies and NAVTEQ, and he holds an MBA from DePaul University and a BS Electrical Engineering degree from Marquette University.

Eric Waldschmidt joined as Vice President of Marketing for ATS where he will be responsible for all marketing efforts including demand generation, inside sales, brand marketing, product marketing, corporate marketing and public relations. With over two decades of technology marketing experience, Mr. Waldschmidt has spent his career helping B2B technology companies use digital marketing programs to build their brands and increase sales leads. Most recently, he managed the global brand for Tangoe, a $200M technology expense management SaaS and managed services provider. Mr. Waldschmidt holds a BSEE in Electrical and Electronics Engineering from the University of Wisconsin-Madison.

"This is an exciting time for ATS as we continue to revolutionize the parking and traffic technology industries," said Andy Souders, President and CEO for ATS. "Jim is a dynamic and successful international sales leader, and I'm thrilled that he will be driving sales development. With Eric's diverse and extensive marketing background, he will be instrumental as we grow the ATS brand and scale to enable more organizations to solve their most complex parking and transportation challenges."

Additionally, two members of the ATS team have been named to newly created positions in the organization as part the company's continued focus on technology innovation and customer success:

Kent Fullerton has been promoted to Vice President of Product and is tasked with setting the ATS product vision as well as working with customers to understand their needs in order and make them reality. The new role builds on Mr. Fullerton's long history of building extensible products for diverse customer bases and anticipating customer needs. He joined ATS in 2017 as Product Manager and was instrumental in the launch of ParkingCloud, the company's open-platform smart parking availability and guidance system.

Formerly the Director of DevOps, Jeroen Verkerk has been named Senior Director of Site Reliability Engineering (SRE) and Customer Success where he oversees the ongoing daily operation of ATS' cloud infrastructure and aligns engineering requirements with the company's strategic plan. Mr. Verkerk is also expanding the role of ATS' customer support organization and will focus on proactive customer success. "Adding two key customer-focused positions in our product, engineering and customer success areas enables us to work even closer with organizations to provide the right easy-to-implement, highly accurate and cost-effective parking availability, traffic management and safety solutions for their requirements and budget," said Souders.

For information on ATS' IoT smart parking and transportation solutions, visit the company's website.

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About All Traffic Solutions
All Traffic Solutions is a market leader in innovative IoT platform development that is changing the way the world manages ongoing traffic, transportation and parking challenges. Our open platform is the first and only integrated system purpose-built for the parking, transportation and traffic safety industries. As a connectivity and remote management platform for vehicle counting and classification devices, variable message signs, radar speed displays and guidance solutions, All Traffic Solutions' flagship products TraffiCloud™ and ParkingCloud™ serve as the backbone for connected parking, traffic safety and traffic management solutions that solve the most complex vehicle flow challenges─improving safety, efficiency and sustainability. For more information, visit www.AllTrafficSolutions.com.

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