All Traffic Solutions, Inc. Expands Leadership Team with New VP of Sales, SaaS Industry Veteran Mike Farley

Software industry executive tapped to build expanded sales organization and drive customer acquisition for rapidly growing IoT based transportation and mobility firm's TraffiCloud enabled solutions

Herndon, VA and State College, PA (PRWEB) December 05, 2016 -- All Traffic Solutions, Inc., the leader in cloud-based traffic management solutions for law enforcement, transportation and smart cities, today announced that it has named Mike Farley to the company's newly-created role of Vice President of Sales. Tasked with growing ATS's global footprint through expanded sales efforts, Farley has already begun an initiative to more than double the company's North American sales team, assembling a team of regional and inside sales professionals that include experienced technical and channel specialists that will play essential roles in ATS' continued revenue growth.

Mr. Farley joins ATS during a time of rapid growth. The company, which has significantly increased its customer base with the recent introduction and rapid adoption of TraffiCloud, a groundbreaking SaaS- based data and remote traffic equipment management solution, is poised to become a dominant player in the emerging IoT transportation, mobility and smart cities space.

"We have experienced significant expansion since launching TraffiCloud, and we continue to invest in new technology and key personnel to further strengthen our value proposition as a leading IoT traffic and mobility platform provider," said Jim Weaver, ATS Chief Executive Officer. "Mike's success in driving explosive revenue growth, new market penetration, and high-performing sales teams will solidify ATS' leadership position in cloud-based, sensor-driven traffic, congestion and parking availability management solutions."

"At ATS, our goal is to deliver intuitive, cutting-edge solutions that meet the exacting requirements of organizations in law enforcement, public works, transportation and traffic management. Mike's 'customer-first' approach aligns with our overall goal of driving exceptional value for our customers," continues Weaver. "We are excited to have him on board."

Mr. Farley brings a broad range of experience to ATS, including executive sales and business development roles at both startups and enterprise organizations. Previously, he was Vice President of Sales at Knowland, a leading provider of meeting/group data and innovative technology for the hospitality industry. Mr. Farley has also held sales management positions with high-growth and high-profile companies including Vocus (now Cision) and the Washington Redskins.

"I'm excited to join ATS as the company enters an exciting phase of expansion and growth, and to serve on a seasoned executive team that is uniquely positioned to lead the organization as it revolutionizes the IoT world. ATS's position as a major player in traffic safety, combined with our patented cloud-based ecosystem and established customer roster gives us significant competitive advantage in the emerging sensor-driven transportation world— helping organizations, governments and technology providers meet their ongoing challenges."

About All Traffic Solutions

Located in State College, PA., All Traffic Solutions is consistently recognized as a leading innovator in the traffic safety industry 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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