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BTC Names Product Manager

Indianapolis...The Broadcasters Traffic Consortium (BTC), a unique coalition of sixteen radio organizations across the United States and Canada with 92 markets of FM RDS-TMC and 75 markets of HD data services, has announced the addition of Barbara Janiak to the role of product manager.

Janiak brings over ten years of project coordination and management of IT Pharma multi-million dollar initiatives deployed on both a local and global scale. She is well-versed in strategic planning, issues tracking and resolution; specializing in leadership, communication and negotiation skills. Her background includes technical trouble shooting and solution delivery, execution and documentation of systems testing, and translation of policies and procedures into functional SOPs.

"I am excited about the addition of Barbara to our BTC team," Paul Brenner, President of BTC, said. "BTC is enjoying success and growth as a data content broadcaster and Barbara will play a vital role in continuing to develop our business and operations."

In her most recent role as Quality Coordinator, Janiak managed all Eli Lilly and Company externally facing branded web sites. Her previous experience includes managing the automation of a new manufacturing facility, and directing the deployment of a global application designed to reduce risks by identifying trends and determining root causes.

BTC is a unique coalition of sixteen radio organizations across the United States and Canada with 92 markets of FM RDS-TMC and 75 markets of HD data services. Working together, these organizations have formed a coast-to-coast terrestrial broadcasting network to distribute local traffic, weather and other map-related data, via radio technology. Seven of the top ten U.S. radio organizations are BTC participants.