



WOMEN IN THE INDUSTRY

In this issue of Women in Industry, we meet **CLARA ALARCON**, Regional Sales Manager, NoTraffic.



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Alarcon and her family enjoying a vacation in New York.

Clara Alarcon

Leveraging Curiosity for Safer, Smarter Intersections

By MAUREEN TAYLOR, Managing Editor, IMSA Journal

CLARA ALARCON DIDN'T SET out to build a career in traffic technology. In fact, her first professional love was textiles.

"I'm Colombian," she shared, "and I moved to the United States 25 years ago. I started my career as a textile designer."

While design was the original plan, an opportunity with a construction company led her in a different direction. The construction industry opened the doors to new skills while leveraging her creative instincts. Alarcon returned to school to study AutoCAD and drafting and found she enjoyed both the design aspect and construction estimating.

Her journey into the traffic industry began in 2006 at Peek Traffic, when a friend recommended her for a bilingual

inside sales and marketing role. She was new to the field, but not new to learning.

Alarcon immersed herself in the work. She translated documents, created presentations, attended seminars and asked a lot of questions. A self-described "geek," the technology piqued her interest, and soon the engineering team became her mentors.

Over the years, Alarcon held roles at several companies spanning wireless communications, battery backup systems, travel time solutions and other intelligent transportation systems (ITS) technologies. Every role expanded her industry insight and strengthened her ability to bridge emerging tools with real-world agency needs.

"I learned a great deal from every company. Even though my background



Alarcon working on software in a traffic control cabinet.

is not in engineering, I am very interested in technology. I love the challenge," she explained. "I like to talk to people, show them ways to do things, be involved with their projects and help them out."

Today, Alarcon serves as regional sales manager with NoTraffic, covering North Texas, Louisiana and Mississippi. While sales can sometimes sound like a transactional job title, Alarcon prides herself on building partnerships with customers.

Her day-to-day involves working with agency staff at all levels: traffic technicians, public works directors and even elected officials.

"You talk to everybody and make connections at all levels," she explained. "For example, I have a meeting tomorrow with a city mayor."

The relationships matter because implementing new technology isn't just about having a better product; it's about ensuring the right stakeholders understand the value, trust the solution and can envision how it fits into their operations.

Alarcon lights up when she talks about her role at NoTraffic.

"They came to disrupt the market," she said. That's what drove me to join the team: the opportunity to learn, to be ahead."

Rather than a simple detection system, she describes NoTraffic as a mobility platform that integrates hardware and software applications that agencies can customize based on a location's actual needs.

The system combines video and radar to increase accuracy. Alarcon explained that software applications build capability for traffic optimization, pedestrian safety tools, near-miss and collision prediction data without requiring agencies to add additional hardware at every intersection.

One concept she emphasized is the shift from static to dynamic decision-making. For agencies dealing with rapidly changing conditions such as stadiums, hospitals, high-volume corridors and school zones, this matters.

Alarcon is candid about what artificial intelligence means in her world, and what it doesn't.

"It's not like people are super scared about AI... that it's going to take over the world," she said. "That's not why we do AI."

To her, AI is a tool that helps agencies make better, faster decisions – supporting safety and mobility goals while preserving the human element.

When asked about moments that stand out in her career, Alarcon pointed to projects where agencies found a solution that truly worked.

She described working with the San Francisco Municipal Transportation Agency (SFMTA) on travel time solutions, from the initial trade show connection through testing and implementation. More recently, she has been excited to see NoTraffic gain traction with agencies piloting new products. The City of Grand Prairie, for example, has implemented a NoTraffic solution at a corridor of five intersections and is expanding to 20 additional intersections.

For Alarcon, these wins are not just business milestones. They're proof that the work is improving how communities function and how safely people move through them.

So what does it take to follow a path like hers?

"Stay curious. Learn a lot. Be really passionate... and don't take a no for an answer," she said. "You also need to like technology and be creative."

Alarcon reminds us that progress is ultimately about people. As technology grows smarter, so does the collaboration behind it. Asking questions, building trust and fostering strong connections are at the root of every successful implementation in public safety.




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