



Donna Detweiler
Senior Manager, Broadcast Services
Xperi Corporation

Donna has spent the last several years guiding broadcasters across North America through product licensing and operational enhancements to improve the consumer experience for HD Radio™ listeners. Donna aids broadcasters in identifying available resources and opportunities to expand audience reach, quality implementation practices, ROI opportunities, new feature rollouts, and more.

In addition, Ms. Detweiler works with broadcasters to plan digital listening device strategies. Working with all levels of broadcasters, Donna helps with station app development, smart speaker integrations as well as other smart device implementations. These integrations include rollout in several ecosystems; Android, iOS, Amazon, Google, and more. An integral part of the DTS Connected Radio rollout team, Donna provides functional guidance for broadcasters to establish their station presence to compete in connected vehicles.

As a lifelong broadcaster with a career spanning several decades, (hint: all the Beatles were still alive...you do the math) Donna has worked in many facets of radio including On-Air, Programming, Operations Management, Marketing and Non-Traditional Revenue.

Donna serves as a contributing member of the 'National Radio Systems Committee' (NRSC) with a focus on Metadata Usage as well as supporting the efforts of the 'Mentoring and Inspiring Women In Radio' (MIW) Group and Rising Through The Ranks (RTTR).

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