



FOR IMMEDIATE RELEASE

AVPro Global Holdings, LLC

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AV Pro Global Appoints Chief Operating Officer

Veteran Executive Joins AV Distribution Leader to Further Enterprise Success

SIOUX FALLS, South Dakota, March 27th, 2024 /News Release/ AVPro Global Holdings, LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, and Murideo audio/video distribution products, today announced the appointment of Mike “Sparky” Detmer as Chief Operating Officer. Detmer will report to Jeff Murray, AVPro Founder, and CEO, to lead and scale AVPro’s growth and global business go-to-market teams, including sales, marketing, customer service, training, technical support, and new business acquisition and development. Detmer brings extensive management experience from benchmark audio/video (AV) and specialty coatings organizations including Akzo Nobel, Harman International, and Nortek, Inc.

“Mike has decades of experience in business acquisition and development, creating customers for life, scaling business processes, and fostering a collaborative, growth-oriented workplace,” said Jeff Murray, AVPro’s CEO, and Founder. “As a consultant, Mike made a tremendous impact on our success and knows our business and culture well, which is why we are delighted to welcome him to the AVPro Global leadership team,” Murray added.

About Mike “Sparky” Detmer

Detmer, who first joined AVPro Global as a consultant in 2023, is an industry veteran with over four decades of experience in the audio/video (AV) industry managing commercial results, working with, or providing consulting services for premium AV brands such as Definitive Technology, Elan, Infinity Systems, Niles Audio, Krell Industries, Polk Audio, Russound, SpeakerCraft, Stax, and Xantech. He is a recognized leader, with strong communications, managerial, analytical, and procedural skills that enable him to inspire strategic thinking and subsequently align business systems to accomplish set tactical initiatives. Mike studied Liberal Arts at Antioch College and has executive program certificates in negotiation, driving organic growth, and maximizing sales force performance from Harvard Business School and Northwestern/Kellogg, respectively. He is a CEDIA member and contributed numerous articles to AV industry publications *Residential Systems* and *Customer Retailer*.

About AVPro Global Holdings, LLC

AVPro Global is a privately held American company headquartered in Sioux Falls, SD, with satellite offices in St. Petersburg, FL, Seattle, WA, Green Bay, WI, a European office in Bratislava, Slovakia, and an office in Shenzhen. The AVPro Global audio/video-centric brands - AVPro Edge, AudioControl Pro, Bullet Train, Murideo, and Then Audio – combine their respective strengths to create the fastest-growing AV signal distribution company in the residential and commercial systems integration spaces, perfectly complementing AVPro Global Founder and CEO Jeff Murray’s vision, “To be recognized as the best AV signal distribution and control products and services company on the planet.”

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