



**FOR IMMEDIATE RELEASE**

AVPro Global Holdings LLC

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## **AVPro Global Appoints VP, Commercial Sales Americas**

### ***Appointment Highlights Ongoing Commitment to Commercial Market Expansion***

**SIoux FALLS, South Dakota, October 8, 2024** /News Release/ AVPro Global Holdings LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, ThenAudio, and Murideo audio/video distribution products, today announced the appointment of Jerrie Anderson as Vice President Commercial Sales for the Americas. Anderson will report to Mike Detmer, AVPro’s COO, and oversee business development initiatives in the Americas, including expanding the AVPro Edge MXnet AV over IP penetration into the commercial market segments of business & corporate, education, government & TAA, hospitality & retail, houses of worship, and medical. Anderson is a distinguished sales leader in the commercial AV industry, equipped with extensive experience to propel the AVPro brand portfolio growth initiatives. His expertise is set to unlock new opportunities, enhance customer value, and accelerate AVPro's position as a market leader.

“Jerrie Anderson is a dynamic sales professional with over two decades of success driving commercial technology ventures,” said Mike Detmer, AVPro’s COO. “Anderson’s strategic vision and sales acumen will enhance AVPro's market position while delivering exceptional value to our customers, ensuring they receive unprecedented connectivity solutions and top-tier service,” Detmer added.

At Crestron and Christie Digital Systems, Anderson successfully spearheaded business development initiatives, enhanced strategic channel partnerships, and collaborated with clients to optimize efficiency, accuracy, and productivity. He brings 20+ years of experience developing and leading profitable initiatives in transformative technology, including Pro AV/UC commercial/enterprise, integrated building control (hardware & software), mission/business-critical control rooms, and modern workplaces/classrooms. Anderson has a B.S. in Business Administration, Management, and Marketing from Southeast Missouri State University.

### **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, a European office in Bratislava, Slovakia, and an office in Shenzhen, China. The five AVPro Global audio/video-centric brands - AVPro Edge, AudioControl Pro, Bullet Train, ThenAudio, and Murideo – 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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