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AVPro Global Holdings LLC

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AVPro Global Appoints Loel Wheeler as VP of Sales for Murideo

Strategic appointment signals continued expansion in the Electrical Test Equipment sector

SIoux FALLS, South Dakota, January 13th, 2025 /News Release/ AVPro Global Holdings LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, Murideo, and Thenaudio AV distribution products, today announced the appointment of Loel Wheeler as Vice President of Sales for Murideo, the company's test and measurement tools division. This strategic move aims to expand AVPro's global reach in high-performance electrical test equipment designed for professional use in the audio/video industry. In his new role, Wheeler reports directly to Mike Detmer, AVPro's Chief Operating Officer, overseeing the worldwide expansion of Murideo products, including the latest innovative STIX Ecosystem of compact signal transmission and data reception verification devices.

“Loel has been a driving force in AVPro’s meteoric rise for 13 years, armed with the technical knowledge, sales skills, and emotional intelligence to accelerate our Murideo expansion initiatives,” said Jeff Murray, AVPro’s CEO, and Founder. “Wheeler’s appointment comes at a time when AVPro is focusing on addressing the complex needs faced by researchers, manufacturers, and audio/video equipment integrators,” Murray added.

Wheeler brings two decades of sales experience in video testing and audio/video connectivity to his new position, holding certifications such as CTS, ISF, ISF-C, HAA, and DSCE. His expertise in the field is expected to drive Murideo's growth and solidify its position as a leading provider of advanced testing tools for the audio/video calibration and installation markets. Wheeler comes with an Associate of Applied Sciences, Electronics from DeVry Institute of Technology.

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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, Murideo, and Thenaudio – 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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