



FOR IMMEDIATE RELEASE

AVPro Global Appoints Commercial Reps, Midwest Region

Excellence Marketing will Cover the Dakotas, Minnesota, and Western Wisconsin on Behalf of the AVPro Edge, Bullet Train, and RTI Brands.

SIOUX FALLS, South Dakota, August 20th, 2025—AVPro Global Holdings, LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, Murideo, RTI, and ThenAudio today announced the appointment of Excellence Marketing, based in Eden Prairie, Minnesota as their commercial sales reps covering the Dakotas, Minnesota, and Western Wisconsin. Excellence Marketing will focus on bringing best-in-class solutions from AVPro Edge, Bullet Train, and RTI to exceptional integrators across the region.

“We are excited to work with Mark and his team at Excellence Marketing and confident that they will increase brand visibility for us with key commercial integrators in the territory,” said Jonathan Kleppe, Regional Sales Manager at AVPro. “Many of the innovative solutions from AVPro brands represent important opportunities for integration pros, and Excellence Marketing is an ideal partner to foster new, lasting relationships for us in the Midwest region.”

Founded in 1988 and based in Eden Prairie, MN., Excellence Marketing has established longstanding relationships with top integration partners across their region. Known for product expertise and a strategic approach to sales, the Excellence team offers extensive training, events assistance, and technical support to ensure that manufacturers and integrators in the territory flourish together.

“Excellence Marketing has been bringing premium solutions to integrators for well over 35 years, and we are thrilled to be working with AVPro brands,” explained Mark Mitchell, President of Excellence Marketing. “Our mission is to help make integrators in our territory successful, and we are confident that the outstanding lineup of innovative products and services from AVPro will help our customers win business and complete projects profitably.”

[PLEASE DOWNLOAD MARK MITCHELL HEADSHOT HERE](#)

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, Minneapolis, MN, a European office in Bratislava, Slovakia, and an office in Shenzhen, China. The AVPro Global audio/video-centric brands - AVPro Edge, AudioControl Pro, Bullet Train, Murideo, RTI, 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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