



FOR IMMEDIATE RELEASE

AVPro Global Holdings LLC

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AVPro Global Appoints Sales Director, Residential Control Systems

Industry Veteran Pete Baker Joins AVPro to Drive Growth, Strengthen RTI Residential Market Development, and Dealer Support.

Sioux Falls, South Dakota, August 26, 2025 /News Release/ AVPro Global Holdings LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, RTI, ProControl, ThenAudio, and Murideo, today announced the appointment of Pete Baker as Director of Residential Control Sales. In this new role, Mr. Baker will spearhead integration, market development, and revenue growth for RTI control and automation products within AVPro's Residential Sales division. Reporting to Chris Kane, Vice President of Residential Sales, Baker will focus on dealer engagement through comprehensive presentations, training programs, and expert system design support—showcasing the capabilities and value of RTI control and automation solutions. In addition, Baker will ensure AVPro's sales force and manufacturer representatives are equipped with the latest technical and sales skills to better serve AVPro's diverse customer base, fueling collaborative revenue growth.

"Pete brings more than thirty years of sales and marketing expertise in the CEDIA channel, combined with in-depth RTI product knowledge," said Jeff Murray, Founder and CEO of AVPro Global Holdings. "His proven dedication to supporting dealers and helping them maximize revenue and profitability through RTI control and automation makes him an invaluable addition to our team," Murray added.

About Pete Baker

An industry pioneer and accomplished custom integration professional, Pete Baker is a CEDIA Founding Member with an extensive record of leadership and innovation in the residential technology space. As the former Vice President of Sales and Marketing at RTI, Baker played a pivotal role in expanding RTI's global footprint and establishing the brand as a leading name in custom integration. Throughout his career, he has delivered hundreds of educational seminars for the CE Business Academy, excelling in sales, marketing, training, and business development. Recognized by CEDIA as a Subject Matter Expert in control and automation, Baker also serves as a CEDIA Ambassador, underscoring his commitment to advancing the industry.

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. Recognized as one of the 2025 Inc. 5000 Fastest-Growing Private Companies in America, AVPro Global's audio/video-centric brands include AVPro Edge, AudioControl Pro, Bullet Train, Murideo, RTI, and Thenaudio – combine their respective strengths to perfectly complement AVPro Global Founder and CEO Jeff Murray's vision, "To be recognized as the best residential and commercial AV signal distribution and control products and services company on the planet."

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