



**FOR IMMEDIATE RELEASE**

AVPro Global Holdings LLC

Media Contact: Tom Devine, +1 605-782-2471, [tom@avproglobal.com](mailto:tom@avproglobal.com) [IMAGE HERE](#)

## **AVPro Global Names Matt Murray CEO as Founder Jeff Murray Becomes Chairman**

***Planned generational leadership transition positions AVPro for sustained growth and long-term success.***

**Sioux Falls, South Dakota, January 14, 2026** /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 Matt Murray, formerly Chief Technology Officer, as Chief Executive Officer and the transition of AVPro founder Jeff Murray from CEO to Chairman of the Board. Matt, a seasoned senior leader who, alongside his father, built the foundation of AVPro—recognized on the Inc. 5000 list of America's fastest-growing private companies—now leads the organization's day-to-day and long-term operations. United by the vision 'to be recognized as the best AV signal distribution and control products and services company on the planet,' Matt assumes overall leadership of the enterprise while Jeff remains deeply engaged in strategy, governance, and mentoring. This planned generational leadership evolution honors AVPro's heritage and opens new dimensions for future growth and innovation.

"Watching Matt step into the CEO role is incredibly rewarding for me both as a founder and as a father, because he helped build AVPro from day one and deeply understands what makes this company special," said Jeff Murray, Founder and Chairman of AVPro Global Holdings. "This transition respects the heritage we've created and positions AVPro to explore new dimensions of innovation, opportunity, and customer satisfaction in the years ahead," Murray added.

Matt's appointment as CEO reflects his long-standing commitment to AVPro's customers, employees, and products, demonstrated by the way he has architected the company's backbone and growth engine over the past decade. He has led the build-out of AVPro's operational infrastructure, including implementing the ERP platform (Enterprise Resource Planning), establishing a disciplined new product development system, and expanding the brand portfolio, which now serves a wide range of residential and commercial AV partners. With this experience and customer-first mindset, Matt is well positioned to guide AVPro into its next phase, delivering innovative solutions while strengthening the culture and capabilities that have made the company a trusted partner around the world.

### **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, and 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, combining their respective strengths to perfectly complement AVPro Global Founder and Chairman 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.'

###