



## **Peerless-AV® Announces Kayla Whitfield as Regional Sales Manager, North**

Kayla joins a growing UK sales team responsible for expanding business across Northern UK territories, Scotland and Ireland



**St Albans, UK, 8 December 2025** – Global AV technology pioneer Peerless-AV® today announced the appointment of Kayla Whitfield as Regional Sales Manager, North. Kayla's remit will cover the North of England, Scotland and Ireland, where she will leverage her strong contact base and work closely with distributor and reseller accounts to provide support and drive new opportunities for Peerless-AV products to market.

Kayla brings a solid foundation of AV knowledge and skills to the UK sales team, supporting Peerless-AV's expanding EMEA operation. Together, the team will build on the company's momentum, driving growth into new vertical markets and key accounts across the UK and Ireland.

Commenting on her role, Kayla said: "We have a strong, friendly yet formidable team, and we're ready to take on the challenges and opportunities in the remainder of 2025 and into 2026 as we

prepare for the biggest show of the year, ISE. It's a great time to start. Peerless-AV is in an exciting phase with its rapidly expanding dvLED mount business and I look forward to educating and supporting key accounts and prospect bases through training, sales promotions, marketing incentives and networking events."

Kayla has held various account manager roles within the AV and professional services industries. For seven years, she was account manager at a European digital workplace transformation company where she was responsible for delivering global meeting room solutions and digital signage.

"Kayla is a perfect fit for our UK sales team, and we can't wait to see the contribution she'll make to the continued growth of the business," said Chalene Chandrasiri, Director of Sales UK & Ireland. "She brings valuable experience supporting customers both nationally and internationally, along with good knowledge of the AV and digital signage markets, which will help us develop our key partnerships and expand into new areas."

Follow us on [X](#), and [LinkedIn](#) for the latest updates. For more information on the full range of Peerless-AV mounts and solutions visit [www.peerless-av.com](http://www.peerless-av.com).

###

Press Contact and to request additional high-res images to accompany this release

**Beky Cann** | Director of Global PR | Peerless-AV EMEA

[bcann@peerless-av.eu.com](mailto:bcann@peerless-av.eu.com) | +44 (0)1923 205 658 | +44 (0)7836 620 496

## **About Peerless-AV**

### ***Driving Technology Through Innovation***

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional trolleys and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-

AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit [peerless-av.com](http://peerless-av.com).



Unit 2, Curo Park  
St Albans, Herts AL2 2DD  
+44 (0) 1923 200 100  
[www.peerless-av.com](http://www.peerless-av.com)