



**Earl Naegele and Tom La Porta to Run eCommerce Sales for Neptune™ Outdoor AV Solutions**

*The appointments aim to support the Neptune™ brand growth and overall expansion.*

**Aurora, IL – July 23, 2025** – Peerless Industries, Inc. is proud to announce the appointments of Earl Naegele and Tom La Porta to lead the continued growth and channel development of its [Neptune™](#) brand of outdoor AV solutions.

Effective immediately, Earl Naegele has been named Head of CI, Retail and eCommerce Sales, and Tom La Porta has been appointed Inside Sales Manager, CI, Retail and eCommerce Sales, both with dedicated focus on supporting Neptune's expanding customer base across the US and Canada.



***Image Credit: Neptune™ Outdoor AV Solutions***

Neptune, known for its premium weather-resistant outdoor TVs and mounting solutions, continues to gain momentum in the custom installation, consumer electronics, and retail sectors. These new appointments mark a pivotal step in Neptune's evolution as a leader in premium outdoor entertainment, with both Naegele and La Porta playing critical roles in enhancing partner support, scaling e-commerce capabilities, and delivering a flawless buying experience for residential and commercial customers alike.

As demand continues to rise for high-performance outdoor AV products, Neptune remains committed to providing best-in-class solutions and support across every channel.

"As outdoor living continues to emerge as a smart, connected lifestyle category, Neptune is investing in the eCommerce talent of Naegele and La Porta to support our continued growth," said Nick Belcore, Executive VP. "With decades of expertise and knowledge each, Neptune sits

in the best position to grow and continue to deliver exceptional outdoor entertainment solutions and a seamless customer experience.”

In his new role, Naegele will oversee the national sales strategy for Neptune in both the CI and retail sectors, as well as drive e-commerce initiatives and strategic partnerships. With extensive experience in AV systems integration, channel sales, and B2C growth, his leadership will support Neptune’s position as a trusted choice for outdoor entertainment.

La Porta will work closely with Naegele and the broader teams to manage inside sales support, partner enablement, and day-to-day account engagement. His background in business development and customer success will ensure efficient support for dealers, distributors, and online retailers alike.

“Neptune is perfectly positioned to lead in this new era of outdoor living,” said Naegele. “We’re excited to be at the forefront of Neptune’s growth and partner with the industry in meaningful ways to deliver real value through every sales interaction.”

In addition to these new appointments, Neptune will be exhibiting at [CEDIA Expo \(Booth 3137\)](#) September 3 - 6, in Denver, CO. Attendees can expect to find exciting contests, new product features, and time to network with the team behind the Neptune brand.

Dealers, distributors, and integration firms interested in expanding their outdoor AV offerings by becoming an [Authorized Reseller](#), or learning more about new e-commerce initiatives, are encouraged to contact Tom La Porta at [TLaporta@neptuneTV.com](mailto:TLaporta@neptuneTV.com).

### **About Neptune™ Outdoor AV Solutions**

Neptune™ is a leading innovator in the design and manufacturing of premium outdoor entertainment technology. Committed to delivering superior performance, durability, and style, Neptune offers a range of cutting-edge products designed to enhance outdoor living. From outdoor smart TVs and weatherproof mounts to dust covers and high-performance soundbars, every Neptune outdoor AV solution is built to withstand the elements while delivering stunning visuals and immersive audio in any outdoor setting. For more information, visit [www.neptuneTV.com](http://www.neptuneTV.com).

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