

Elias Ventura, 2017 Sales Pro Award Recipient, Joins Sound FX

12-Year industry professional to manage operations and promote new concierge service

LEWES, DEL. – December 11, 2017 (MEDIAWIRE) – Sound FX, premier home and car electronics retailer servicing Delmarva and surrounding areas in the Northeast, announced it has reached an agreement with Elias Ventura to become the store's Retail Operations Manager. Ventura brings more than 12 years of management experience to Sound FX, a store that was awarded *Mobile Electronics* magazine's Retailer of the year in 2014.

"We have a strong, evolving vision for our business," said Sound FX Co-Owner Brian Layton. "We put a ton of effort into understanding, and then responding to, our customers' needs, whether it's information we add to our website, new products on our shelves or new services in our store. In talking with Elias, he understands and embraces our vision and is excited to take on the challenges that come in implementing it. We are very excited to have him join our team."

Ventura started in the mobile electronics industry 2005 after attending the former Mobile Dynamics installation and sales training school. In addition to managing operations, he carved out a prominent 12-year sales career during his tenure with four retail chains. Most recently, Ventura received *Mobile Electronics* magazine's 2017 Sales Pro award for his performance at Safe & Sound in Chantilly, Va.

Ventura will be charged with meeting sales objectives and performing day-to-day operations. In addition, he will be responsible for cultivating and managing customer leads via email, phone and website to support Sound FX's new Mosaic™ concierge system design service. Mosaic targets high-net worth individuals around the country to offer vehicle transport and system customization by Lead Vehicle Fabricator Matt Schaeffer, *Mobile Electronics* magazine's 2016 Installer of the Year. Ventura will also manage website and social media content development and lead team communication efforts.

"I know that I have a lot to offer Sound FX," said Ventura. "I pride myself on accomplishing goals, breaking sales records and implementing innovative ideas. Like Brian, I'm passionate about this industry, and I look forward to helping the team grow."

About Sound FX

Founded in 1992, Sound FX has provided Delaware and the Delmarva Eastern Shore area with years of courteous service and top-quality products. The company takes pride in the ability to design and install great-sounding and easy-to-use systems for its clients. Voted Best of Delaware by the readers of *Delaware Today* magazine, and most recently Retailer of the Year by *Mobile Electronics* magazine, Sound FX's success derives from great relationships with its clients and industry. For more information, call (800) 454-AUDIO or visit sound-fx.net.

Image: [Elias Ventura \(l\); Brian Layton](#)

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