

Mitch Gould of Nutritional Products International: Three-Decade Career Selling Consumer Goods to Major Retailers

Gould's "Evolution of Distribution" Platform Makes NPI the Perfect Partner for Health and Wellness Brands That Want to Enter the U.S. Market

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/EINPresswire.com/ -- [Mitch Gould](#) is a retail professional.

During his 30-plus year career, Gould has represented consumer goods of all types, including lawn and garden, hardware, sports nutrition, dietary supplements, skincare, nutraceutical, cosmeceutical, and beverages.

Gould has sold top brands to all the major retailers: Walmart, Amazon, GNC, Vitamin World, Target, Costco, Sam's Club, K-Mart, 7-11, CVS, Rite Aid, and Walgreens, to name a few.

“

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Mitch Gould, CEO and Founder of Nutritional Products International

“I’ve been fortunate to work with these major brands and retailers,” said Gould, founder and CEO of [Nutritional Products International](#), a global brand management company based in Boca Raton, FL. “It has been fun visiting the national headquarters of these leading retailers. For some, it is like visiting a small city. That’s how large they are.”

Because of his career, Gould learned about the needs of product manufacturers and retailers.

“Everyone has to win. Products have to be innovative and

something consumers need if you want retailers to sell them,” Gould said. “At NPI, we have a



Mitch Gould, the founder of NPI, is a third-generation retail distribution and manufacturing professional.

veteran staff that has worked for both the retailers and brands. We understand what each one wants.”

Although he still works with various consumers goods, Gould said NPI’s focus is on domestic and international health and wellness brands that want to enter the U.S. market or expand their presence in America.

“I’ve seen and worked with many product launches,” he said. “Early on, I realized brand manufacturers wasted thousands of dollars which ate into their profit margins. Before the first product was sold, the companies were practically losing money.”

In order to streamline the product launch process and make it affordable, Gould created his “Evolution of Distribution” system that brings together all professional services brands need to sell their products in the U.S.

“I created a one-stop, turnkey solution that emphasized speed to market and cost-efficiency,” Gould said. “Especially for the international brands, we serve as their U.S. headquarters. We import, distribute and market their products from one platform.”

NPI’s ‘Evolution of Distribution’ system provides sales expertise, logistical operations, marketing services, and FDA regulatory compliance oversight in a simple-to-understand affordable package.

Gould said NPI and its sister company, InHealth Media, work collaboratively to create brand awareness.

“While NPI reaches out to retailers, IHM promotes brand awareness through a multi-prong marketing strategy that includes TV promotion, public relations, media outreach, and social media influencers,” he added

Gould and NPI also stay on top of the latest retail trends, which have been heavily affected by the worldwide pandemic.

“Because of my history placing products on Amazon, NPI has always had a strong e-commerce division,” he said. “With the pandemic pushing consumers to make more purchases online, NPI has expanded its digital strategy.”

NPI’s expertise with e-commerce began in the early 2000s when Gould placed major brands and even more products onto the virtual shelves of Amazon’s new Health and Wellness category.

“I had the contacts with major health and wellness brands that wanted to reach a larger audience at the exact time Amazon needed to stock its new health and wellness category,” Gould said. “It turned out great for our clients, and Amazon received high-quality products to sell.”

Gould's decades-long experience in retail is what sets the tone and character at NPI.

"My career covers all aspects of product launches," Gould said. "This knowledge is our competitive advantage. This is why we are able to give our clients the best guidance possible to make their products succeed in the American market."

For more information, visit Nutritional Products International online.

MORE ON NPI AND ITS FOUNDER

NPI is a privately-held company specializing in the retail distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products. NPI offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand their products' distribution in the U.S. retail market.

Mitch Gould, the founder of NPI, is a third-generation retail distribution and manufacturing professional. Gould developed the "Evolution of Distribution" platform, which provides domestic and international product manufacturers with the sales, marketing, and product distribution expertise required to succeed in the world's largest market -- the United States. In the early 2000s, Gould placed major brands and products on Amazon's new health and wellness category.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

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