

Mitch Gould of Nutritional Products International: Economy Exceeds Projections by Adding 517,000 Jobs in January

NPI Helps Health, Wellness, and Sports Nutrition Brands Launch Products in the U.S.

BOCA RATON, FLORIDA, UNITED STATES, February 3, 2023 /EINPresswire.com/ -- The U.S. economy added 517,000 jobs in the first month of 2023, far exceeding the Dow Jones estimate of 187,000.

“This is unheard of [job growth](#) especially in light of recent news reports of layoffs and the Federal

Reserve’s interest rate hikes to deaccelerate the economy,” said Mitch Gould, Founder and CEO of NPI, a global brand management firm based in Boca Raton, Fl. “The unemployment rate is now at a historic 3.4 percent.”

“

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Mitch Gould, Founder and CEO of Nutritional Products International



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

NBC News also reported that average hourly wages declined to 4.4 percent in January, which should help keep inflation down.

Gould said some economists think the Fed may achieve its goal of a “[soft landing](#)” or a “mild” recession compared to historical examples of economic downturns.

“It will be difficult for the Fed to achieve, but so far that

economy has shown great resilience,” he added.

To help companies break into the U.S. market, Gould developed his “Evolution of Distribution” platform, which streamlines the product launch process in the U.S.

"NPI acts as the U.S. headquarters for our international clients," Gould said. "We import, distribute, and promote our clients' products. The 'Evolution of Distribution' is a one-stop, turnkey operation."

NPI's veteran team provides sales, operational, federal regulatory, and marketing services.

"We work with retail buyers on behalf of our clients," he added. "Our sister company, InHealth Media, oversees marketing campaigns that include national TV tagging campaigns, social media, and strategic public relations campaigns."

Gould said NPI keeps track of economic trends in order to provide its clients with the best product launch scenarios.

"We keep on top of the economic news so that we make the best decisions for manufacturers who want to expand their presence in the U.S.," he added.

For more information, visit www.nutricompany.com.

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 in 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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