

# Mitch Gould, Founder and CEO of Nutritional Products International, Celebrates Brand's Success

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EINPresswire.com/ -- With a career that spans over three decades, Mitch Gould, Founder and CEO of Nutritional Products International (NPI), celebrates emerging as a key figure in facilitating the entry of numerous brands into the U.S. market, establishing sales channels with major retailers such as Amazon, Target, Walmart, Home Depot, Lowe's, Walgreens, GNC, CVS, Rite Aid, and Costco.



Mitch Gould, Founder and CEO of NPI

Reflecting on his journey, Gould states, "It's more than just business; it's about understanding the pulse of American retail." NPI, under his guidance, has become a conduit for brands seeking a foothold in the U.S. market. His experience with top retailers across the country has been instrumental in shaping the firm's approach.

As 2024 approaches, NPI is scaling its operations to meet the increasing demand and evolving landscape of the health and wellness industry. This expansion is a strategic step in enhancing NPI's capacity to serve its growing clientele and cementing its status as a leader in the distribution of nutritional and health-related products.

Gould's career encompasses diverse consumer categories, including lawn and garden, hardware, sports nutrition, dietary supplements, and more, representing major brands and celebrities. "This diversity in experience," Gould notes, "has been vital in understanding the varied facets of the U.S. retail sector."

Under Gould's leadership, NPI stands out in the market for several reasons. Firstly, its 'Evolution of Distribution' system offers a comprehensive solution for brands entering the U.S. market. This system not only accelerates market entry but also ensures cost-effectiveness, a critical factor for new brands.

Furthermore, NPI's services extend beyond mere distribution. Gould explains, "We provide an all-encompassing package that includes sales support, marketing strategies, FDA regulatory compliance, and operational expertise." This holistic approach is particularly beneficial for international brands unfamiliar with the intricacies of the U.S. marketplace.

Gould's foresight in the early 2000s to place major brands in Amazon's then-new health, wellness, and sports nutrition categories exemplifies his visionary approach. This experience solidifies NPI's standing as an expert in navigating the digital and e-commerce landscapes, an essential component in today's retail environment.

For more information on how NPI can facilitate your brand's entry into the U.S. market, visit [www.nutricompany.com](http://www.nutricompany.com).

#### MORE ON NUTRITIONAL PRODUCTS INTERNATIONAL 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.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds.

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