

Nutritional Products International Appoints Ronald Kruger as Director of Business Affairs

BOCA RATON, FL, UNITED STATES, March 27, 2024 /EINPresswire.com/ -- Nutritional Products International (NPI), a leader in the distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products, is excited to announce the appointment of Ronald Kruger as its new Director of Business Affairs. Kruger, a seasoned executive with over 15 years of CEO experience, brings a wealth of knowledge and expertise in visionary leadership, people management, and strategic business development across various industries, particularly within the local South African organizations and extensive startup operations across Africa.

Kruger's appointment comes at a pivotal time for NPI as the company looks to expand its global reach and enhance its operational efficiencies. His proven track record in managing corporate businesses, driving profitability in challenging environments, and executing successful turnaround ventures aligns perfectly with NPI's strategic goals.

"I am thrilled to join the NPI team and contribute to its mission of bringing innovative nutritional products to the global market," said Ronald Kruger. "My passion for building strong customer relationships and



Ronald Kruger, Nutritional Products International Director of Business Affairs



Mitch Gould, Founder and CEO of NPI

and

leveraging opportunities for growth will drive our efforts to achieve unparalleled success in the nutraceutical industry.”

Mitch Gould, NPI's Founder and a renowned global marketing guru, expressed his excitement about Kruger's appointment. "Ronald's exceptional leadership qualities and his deep understanding of business operations, especially in emerging markets, make him the perfect fit for this role. His track record of fostering significant growth and his strategic approach to business development will be invaluable as we continue to navigate the dynamic landscape of the nutraceutical industry.”

Kruger's career highlights include increasing PHD's turnover by more than 200% and expanding Powertech's footprint into the African region. His ability to analyze market challenges, identify opportunities, and implement effective strategies has led to notable successes, including the development of the best pharmaceutical warehouse in the Southern Hemisphere and turning around Akacia Medical to profitability from a significant loss.

As NPI continues to forge partnerships with product manufacturers worldwide, Kruger's visionary leadership and strategic insights will play a critical role in enhancing the company's distribution capabilities and solidifying its position as a leader in the global nutraceutical market.

To learn more about NPI's comprehensive services for health and wellness product manufacturers, visit 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 such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

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