

Scott Gould Promoted to Executive Vice President of Nutritional Products International

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[/EINPresswire.com/](https://www.einpresswire.com/) -- Nutritional Products International (NPI) is proud to announce the promotion of Scott Gould to Executive Vice President. Previously serving as Vice President of Operations, Scott has been instrumental in driving the growth and success of NPI's clients through innovative marketing strategies and technological expertise.

A fourth-generation retail professional, Scott has consistently demonstrated a unique blend of technical and creative skills, making him an invaluable asset to NPI. His leadership in directing creative social media campaigns, developing unique promotions and contests, and building consumer trust has significantly enhanced brand recognition for NPI's clients. Scott's innovative approach to e-commerce, including the integration of real-time warehouse inventory with merchant systems, has streamlined operations and improved the customer experience.

Throughout his tenure, Scott has successfully managed multiple high-budget advertising campaigns, delivering real ROI and increasing market presence for NPI's clients. His keen understanding of current market trends and ability to craft the right messages



Vice President of Operations for NPI



Mitch Gould, Founder and CEO of NPI

for the right audience at the right time have been pivotal in NPI's continued success.

Scott's promotion to Executive Vice President is a testament to his ability to work interdepartmentally, coordinating the efforts of the sales, marketing, and Internet technology teams. His creative thinking and technological expertise have allowed NPI to remain at the forefront of the industry, blending the company's established model for success with cutting-edge innovation.

"I am proud of Scott, who has become a vital part of the company and the catalyst for procuring new brands," said Mitch Gould, CEO and Founder of NPI. "I am pleased to announce his promotion to Executive Vice President. He has been a very loyal, conscientious worker who has helped Nutritional Products International achieve its global status in the marketplace. Since 2008, NPI has helped many global and domestic brands achieve their vision and goals."

Scott's contributions have not only strengthened NPI's position in the U.S. market but have also played a critical role in helping global brands successfully enter and thrive in the largest marketplace in the world. His ability to foster trust and deliver results has been a cornerstone of NPI's success.

For more information about Nutritional Products International and its range of services, please 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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