

# Mitch Gould, NPI Celebrate U.S. Job Surge with an Invitation to Global Brands to Enter the American Marketplace

BOCA RATON, FL, UNITED STATES, October 7, 2024 /EINPresswire.com/ -- As the U.S. economy demonstrates a resurgence in job creation, Nutritional Products International (NPI), led by founder and CEO Mitch Gould, stands as the perfect partner for international brands looking to enter the lucrative American marketplace.

In September, nonfarm payrolls soared by 254,000, up from a revised 159,000 in August and significantly surpassing the 150,000 Dow Jones consensus forecast, according to [CNBC](#). The unemployment rate dipped to 4.1%, with a [survey showing](#) an impressive gain of 430,000 in household employment, and average hourly earnings increased by 0.4% on the month, climbing 4% from a year ago.

As the economy expands and consumer spending remains strong, Gould emphasizes NPI's unique capabilities in helping global brands navigate and capitalize on the vibrant U.S. market.

"NPI's distribution model is designed to help brands rapidly penetrate the American market and benefit from the rising demand that accompanies economic growth," said Gould. "Our expertise in logistics, marketing, and retail distribution makes us the ideal partner for companies eager to establish themselves in the United States."

With years of experience in the retail and distribution industries, NPI offers end-to-end solutions for international brands, streamlining their entry into major U.S. retail channels.

Gould's innovative 'Evolution of Distribution' strategy ensures that brands can scale quickly while maintaining a strong market presence. By leveraging NPI's proven distribution framework, brands can meet the increasing consumer demand fueled by the current growth in employment and earnings.



Mitch Gould, Founder and CEO of NPI

The recent surge in job creation is a signal of the economy's resilience, and NPI is ready to support brands in capturing new opportunities.

"As the U.S. job market expands, so does the opportunity for new products and services to reach American consumers," Gould added. "We're excited to help companies maximize their impact and benefit from this economic momentum."

For more information about Nutritional Products International and Mitch Gould's 'Evolution of Distribution' platform, please visit [www.nutricompany.com](http://www.nutricompany.com).

#### MORE ON NPI AND ITS FOUNDER

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 was part of a "Powerhouse Trifecta" that placed more than 150 products on Amazon's new health and wellness category.

Gould, known as a global marketing guru, 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.

Kayla Zadel  
InHealth Media  
+1 5615440719  
[email us here](#)

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