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World's Most Inspiring



Making a Difference in 2023



MITCH GOULD



*A Legacy of Excellence in Retail Distribution
and Manufacturing*



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Mitch Gould, the accomplished Founder and CEO of NPI, brings a legacy of excellence in retail distribution and manufacturing as a third-generation professional. With an impressive career spanning over 25 years, Mitch has honed his expertise across diverse consumer product categories, including lawn and garden, hardware, sports nutrition, dietary supplements, skincare, nutraceuticals, cosmeceuticals, and beverages.





Mitch leveraged his entrepreneurial spirit and extensive retail expertise to establish Nutritional Products International, Inc. in 2007. The driving force behind the company was a clear vision: to offer affordable guidance and support to small and medium-sized brands, both domestic and international. With his deep understanding of the industry, Mitch recognized the common challenges faced by numerous businesses, even those boasting exceptional brands on a global scale. *"I watch the latest retail and economic trends, which benefit our clients as they plan to enter the US market or expand sales here,"* says Mitch.

Throughout his journey, Mitch has been a trusted representative for esteemed organizations such as Igloo, Rubbermaid, Sunbeam, Remington, Chapin, Paramount, Miracle-Gro, Native Remedies, Flora Health, Steven Seagal's Lightning Bolt, Body Basix, and Hulk Hogan's extreme energy granules. His proven track record includes successfully guiding a wide range of products from concept to store shelves, with many earning prominent features in renowned publications such as Time, Newsweek, Sports Illustrated, People, US, U.S. News & World Report, Men's Health, and Maxim. In addition to his product expertise, Mitch has consistently demonstrated his leadership acumen by building and managing high-performing national sales teams throughout his career.

Mitch's remarkable industry insights have paved the way for the successful entry of new entrepreneurs, major corporations, and celebrity-branded products into coveted markets and accounts across the country. Notable achievements include securing placements for iconic products like Steven Seagal's Lightning Bolt, Hulk Hogan's "Hogan Energy" supplement, and Chuck Liddell's Iceman RX in highly sought-after retailers such as Walmart USA, Walmart International, Sam's Club, Costco, GNC, Tree of Life, Albertson's, Amazon.com, Walgreens, CVS, 7-Eleven, Target, USA Sports, Vitamin World, Home Depot, Lowe's, and Menards.

Collaboration lies at the heart of Mitch's success, as evident in his partnerships with industry luminaries. Noteworthy collaborations include his alliance with the legendary eight-time Mr. Olympia Ronnie Coleman to establish RonnieColemanNutrition.com, his joint venture with Hulk Hogan for HoganNutrition.com, his partnership with Roberto Clemente Jr. for PowerIce.com, and most recently, his involvement with Tapout Nutrition. These ventures reflect Mitch's commitment to driving innovation and growth within the industry.

Unmatched Expertise and All-In-One Solutions

NPI stands out from its competitors primarily due to its expertise. Mitch began his career as a marketing and sales agent for renowned companies such as Igloo, Rubbermaid, Sunbeam, Remington, Chapin, Paramount, Miracle-Gro, Native Remedies, and Flora Health. Throughout his career, Mitch secured significant purchase orders with major retail stores like Target, Walmart, Lowe's, Costco, Walgreens, 7-Eleven, GNC, and CVS at their national headquarters.

Mitch developed the "Evolution of Distribution" system for NPI, a comprehensive solution that combines expert services to enhance sales and introduce new brands in the USA. NPI boasts a highly experienced team capable of handling all aspects of sales and marketing. Mitch's focus on pricing and speed to market has streamlined the sales expansion and product launch processes.

NPI provides a complete, all-in-one solution for product launches in the United States. With its proprietary "Evolution of Distribution" system, NPI has the capacity to import, distribute, and promote products in various sectors, including food, drug, mass, convenience stores, warehouse clubs, and military channels. Effectively acting as the overseas clients' US headquarters, NPI allows clients to take advantage of its services at a reasonable price.

Mitch emphasizes how NPI can help clients achieve their goal of entering the US market, offering a range of services that eliminate the need for recruiting sales representatives, administrative assistants, warehouse space, marketing expertise, logistical knowledge, and FDA compliance. The "Evolution of Distribution" platform proves invaluable in reducing costs for NPI clients and facilitating their successful entry into the US market.

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Navigating the Changing Retail Landscape

The COVID-19 pandemic had a profound impact on the retail industry, accelerating the growth of e-commerce. While online shopping had been steadily increasing, the pandemic compelled customers to make in-person purchases of brands they had previously only bought online. To adapt to these changing consumer behaviors, retailers introduced new services such as curbside pickup, next- and same-day delivery, and more.

For brand manufacturers, especially those who primarily operated online, these changes presented new challenges. Managing the supply chain became increasingly difficult as they needed to meet the demand if a retail store decided to carry their brands. As an example, one customer shared with Gould that the bottle cap they had been using faced a backorder of nine months, forcing them to switch suppliers. The importance of having an online presence, which was already significant before the pandemic, became even more critical during the health emergency.

Many businesses, particularly startups, excel at developing innovative products but lack the necessary personnel to effectively market and sell them. These companies require a team of talented and qualified employees to navigate the complexities of the retail industry. At NPI, a skilled sales team is in constant contact with retail customers throughout the year. Additionally, NPI has a dedicated marketing group with expertise in various media channels, including TV, digital, and print. To ensure smooth transportation of brands to the United States, the NPI team also includes an operational and logistics expert who collaborates with overseas clients. "We have the expertise and understanding our clients need to enter the American market, according to Mitch. "NPI delivers and manages all facets of the product launch or expansion, making us unique," Mitch continued.

The Amazon Story

Joe Mies, the former head of Muscle Foods USA, teamed up with Mitch Gould to provide supply to Amazon's newly launched health, wellness, and sports nutrition categories.

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According to Mitch, Muscle Foods USA, the leading distributor of sports nutrition products, was established by Joe Mies, who recently joined forces with the company. Joe brings unmatched expertise in the field of sports nutrition, making him a valuable asset to the collaboration.

"When Joe was at Muscle Foods USA in the 2000s, we collaborated closely to stock Amazon's brand-new health, wellness, and sports nutrition area. We loaded Amazon's virtual shelves with a ton of premium brands," says Mitch.

Expanding NPI's Reach in the South Pacific Rim

To establish connections with businesses in the South Pacific Rim, NPI has recently established offices in Australia and New Zealand. NPI's collaboration extends to multinational health and wellness companies worldwide, catering to customers from North America, Europe, and Africa. Now, NPI is focused on expanding its reach in the South Pacific Rim region.

Mitch emphasized that the marketing initiatives for NPI's clients, encompassing public relations, media outreach, TV promotions, and social media, are overseen by experienced marketing professionals. Additionally, Mitch's vision led to the creation of Nutritional Products International and its sister business, In Health Media. In Health Media is a specialized marketing firm focusing on the fields of health, wellness, beauty, and sports nutrition.

Mitch's profound understanding of the retail sector can be attributed to the valuable knowledge passed down to him by his father and grandfather. In the early stages of his career, he represented prominent companies and successfully marketed their brands to major retailers of that time. This wealth of experience enabled him to enhance his expertise in branding and retail.

Instead of relying on rented office and warehouse spaces and assembling a sales and support team, NPI has already integrated key services within its structure. This includes a marketing firm, an FDA lawyer, and operational and logistical assistance, offering a comprehensive solution to its clients.