

## Mitch Gould and Jeff Fernandez Bring 50 Years Retail Experience to NPI's Clients



**Boca Raton, Oct 26, 2019 ([IssueWire.com](http://IssueWire.com))** - At Nutritional Products International, Mitch Gould, founder and CEO, and Jeff Fernandez, president, bring half a century of retail experience to their jobs. During their careers, Gould and Fernandez have introduced hundreds of health and wellness products to the American consumer.

Together, they helped populate Amazon's new health and wellness category in 2005 when the online titan decided to branch out and sell everything.

"Before 2005, Amazon only sold books," Gould said. "Jeff and I could not have met at a better time. He was looking for health and wellness products to populate Amazon's new category, and I happened to represent many brands."

Fernandez said Gould was instrumental in helping him grow the nascent health and wellness division.

"The segment quickly went from zero to more than \$200 million," Fernandez said. "Today, health and wellness is probably a billion-dollar category for Amazon."

Gould realized that he and Fernandez worked well together, which is why he offered Jeff a job in 2008 at NPI. He knew that Fernandez' experience as a buyer at Amazon and Walmart would dovetail perfectly with NPI's client base.

"The knowledge and contacts that Jeff brought with him have been invaluable," Gould said. "Between

the two of us, you will not find two more knowledgeable retail professionals in the health and wellness industry.”

Both men come to their jobs with years of experience in retail.

Gould is a third-generation retail professional who learned the industry from his father and grandfather. He specializes in the retail distribution of snacks and beverages, nutraceuticals, dietary supplements, functional beverages, and skincare products.

Known as a global marketing guru, Gould has represented icons from the sports and entertainment worlds such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, Wayne Gretzky.

Jeff has had proven success managing multi-million-dollar health and personal categories, OTC and skincare categories at some of the world’s largest retailers, including Walmart and Amazon.com. He brings more than two decades of diversified retail purchasing experience working with large, multi-format brick and mortar operations, as well as e-commerce sites.

NPI is a privately-held company that offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand the distribution of their products in the U.S. retail market.

For more information, call 561-544-0719 or visit [nutricompany.com](http://nutricompany.com).

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