

**Jim Gould is President and Founder of the [Floor Covering Institute LLC](#)**, a consulting firm focused on the flooring industry. A 40 year floor covering entrepreneur recognized as "One of the Industry's 20 Most Influential Men" (Floor Covering News, October 2006), Gould's ability to see opportunity where others do not has seeded many enterprises of his own and others.



Over the last 40 years Jim Gould has owned and operated several national and international floor covering enterprises beginning in 1968 with Misco Shawnee, a full-line Midwestern floor covering distributor once the nation's 8th largest. Although based in America's Midwest, his perspective has always been global. In 1991 he found Distribution Services, Inc. (DSI) a company designed to provide a range of logistics and administrative services to international flooring manufacturers wishing to enter the U.S. market. Using DSI Gould brought new products and manufactures to the U.S. including Pergo which he discovered at Domotex in 1992. DSI performed Pergo's national logistics, order taking and fulfillment needs during start up and Misco Shawnee became Pergo's first U.S distributor. The scenario was repeated with Unilin's Quick Step and many others.

Recognizing the potential for ceramic in the early 1990's, Gould founded the ceramic line, Casa Italia, and using an exclusive distributor network helped several full-line flooring distributors break into the specialty ceramic market. In 1997 Gould purchased the intellectual assets of Color Tile, Inc. from Chapter 11 bankruptcy and reorganized it into a buying group with franchised retail units.

After selling his companies in 2004, Gould accepted the position Chief Product Officer for CCA Global Partners to oversee buying for its retail flooring outlets. There, he expanded the company's global sourcing and created CCA's first direct import division. He formed the Floor Covering Institute in 2007 which has gained a reputation as an independent voice and advocate for the flooring industry.

Industry leadership positions include: past president of the National Association of Floor Covering Distributors (NAFCD) in 1994, Board of Directors of the World Floor Covering Association from 1981 to 1987; Chairman of the Floor Covering Consumer Credit Association (FC CCA) from 2003 to 2005; Board of Directors of the Floor Covering Industry Foundation (2001-2005). Industry recognitions include: "Distributor of the Year 1988" by the National Congress of Floor Covering Associations; "Top 25-St. Louis Small Business Award" by the St. Louis Business Journal 1988 & 1989 ; "Entrepreneur of the Year" by NASDAQ, Ernst & Young, Sprint, USA Today 1996; "1997 People of the Year" by Flooring Magazine; "Top 150 Privately Owned Businesses" by St. Louis Business Journal 1998, 1999; "Jerry Fisher Memorial Award" Spanish Government Ceramic Tile Association, Ascer 2002; and "Top 20 Most Influential Men in the Industry" by Floor Covering Weekly 2006.

His personal affiliations include: Member of the Board of Trustees, St. Louis Children's Hospital (17 years), currently serving as its Vice Chairman. Other Board positions, past and present: include G.S. Robins and Co., Tarleton Construction Co., Rohan Woods School and the A.J. Bitker Memorial Charitable Foundation. He is a past member and Chapter Chairman of the Young Presidents' Organization (YPO) and a graduate of Northwestern University. Jim Gould can be contacted at [jgould@floorcoveringinstitute.com](mailto:jgould@floorcoveringinstitute.com).