

Jim Gould is President and Founder of the [Floor Covering Institute](#)

LLC, a consulting concern focused on the global floor covering industry. A 45 year floor covering entrepreneur recognized as “One of the Industry’s 20 Most Influential Men”, Gould is known for spotting opportunity where others do not. He is now recognized as an independent expert with clients and associates around the world.



Gould formed the Institute in 2007 to focus on creating opportunities in the floor covering industry. He stays current with new product innovations and industry players with clients that include international flooring exhibitions, associations, manufacturers, distributors, large retailers, and innovators seeking entry into the industry. He speaks at industry events and publishes regularly. Equity research analysts and the legal profession turn to him for his expertise.

For 35 years Gould owned and operated Misco Shawnee, one of the largest floor covering distributors in the US. In 1991, he founded Distribution Services, Inc. (DSI), a third-party logistics service provider to international flooring manufacturers. Gould introduced Pergo to the US 1992; DSI performed their national logistics and Misco became Pergo’s first US distributor. He did the same for Unilin’s Quick Step. Gould is credited for pioneering the laminate category and received the North American Laminate Flooring Association President’s Award for his contribution to the industry.

Recognizing the market potential of ceramic tile for full line flooring distributors, Gould founded an Italian ceramic tile line called Casa Italia in the early 1990s and introduced ceramic tile to his peers in the U.S. In 1997 when the national flooring retailer Color Tile, Inc. filed bankruptcy, Gould purchased the company’s intellectual assets from Chapter 11 and reorganized the brand into a buying group with franchised retail units. In 2003, CCA Global Partners recruited Gould as its first Chief Product Officer. There he expanded the company’s global sourcing and proprietary product offerings and created CCA’s first direct import division with North American fulfillment and logistics.

Active in industry organizations Gould’s leadership positions include: President, National Association of Floor Covering Distributors (NAFCD) (1994); Board of Directors, World Floor Covering Association (WFCA) (1981-1987); Chairman, Floor Covering Consumer Credit Association (FCCCA) (2003- 2005); Board of Directors, Floor Covering Industry Foundation (FCIF) (2001-2005).

Industry recognitions include: 2014 Lifetime Achievement Award, North American Floor Covering Distributors Association; 2013 President’s Award for his contribution to the laminate industry from the North American Laminate Flooring Association; 2006 named “Top 20 Most Influential Men in the Industry” by Floor Covering Weekly. In 2002, the Spanish government and the Ceramic Tile Manufacturers Association (ACER) presented Jim with the Jerry Fisher Memorial Award for his contribution to the ceramic industry; 1999 and 1998 he was named one of the “Top 150 Privately Owned Businesses by the St. Louis Business Journal; 1997 Flooring Magazine’s People of the Year; 1996 Entrepreneur of the year, NASDAQ, Ernst & Young, Sprint, and USA Today; 1988 Distributor of the Year, National Congress of Floor Covering Associations.

Jim presently sits on the board of the National Wood Flooring Association. He has been a member of the Board of Trustees of St. Louis Children’s Hospital for 20 years and currently serves as its Vice Chairman. Other Board positions include: G. S. Robins and Co., Tarleton Construction Co., Shure Manufacturing, Rohan Woods School and the A. J. Bitker Memorial Charitable Foundation. He is a past Chapter Chairman of the Young Presidents Organization (YPO) and a graduate of Northwestern University.

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