

## James C “Jim” Gould Curriculum Vitae



A 48 year veteran of the floor covering industry, he is the founder and president of the Floor Covering Institute LLC a consulting concern focused on the global floor covering industry. He is called upon to consult on product innovations, market trends and threats, distribution channels and logistics, retail practices, markets, business practices, acquisitions and mergers, equity valuations, litigation and disputes.

Mr. Gould is a consultant who advises national and international clients on how to expand business opportunities and avoid market threats in the floor covering industry. His clients include flooring manufacturers, buying retail groups, distributors, inventors and entrepreneurs, floor covering industry associations and exhibitions, investors, analysts, litigators and governments. Wall Street regularly seeks his counsel and insight into the industry and its players. Manufacturers use him to identify potential merger and acquisition threats and opportunities and improve expansion of their markets.

Both the Chinese and U.S. governments have sought his input on The U.S. Lacey Act Amendments pertaining to wood flooring products. He was the first to advise the industry of the potential threats of illegally harvested wood and the consequences of not complying with the new amendment in his white paper, The Lacey Act and Its Impact. NBC Nightly News and CBS 60 Minutes and the Chinese government (Chinese National Forest Products Association “CNFPPIA”) sought his insight on the emerging issue of volatile organic compounds (VOCs) contained in some laminate flooring sold in the U.S. Mr. Gould has participated in joint forums in Shanghai designed to improve education and relations between the U.S. and Chinese flooring markets and his white paper, The Growing Opportunity in China, remains a reference for insight into the Chinese economy and flooring industry.

Mr. Gould writes, publishes and speaks on emerging topics affecting the industry including emerging regulations, consumer buying habits, market growth and consolidation. His most recent publication is Luxury Vinyl Tile: An Analysis of Growth, Opportunities and Threats. He is often published in Floor Covering Weekly, Floor Covering News, Floor Focus, Hardwood Floors and Flooring magazine. He is interviewed regularly on TalkFloor Radio in North America and The Wood Portal in India, both of which are broadcast globally via the Internet.

### Chronological Order of Professional History

2007 to present: Founder and President Floor Covering Institute LLC. The institute was founded to provide the floor covering industry with access to consulting expertise in a broad range of business areas common to flooring retailers, distributors and manufacturers. Mr. Gould personally specializes in international markets and broad strategic planning. His nine associates reside in South Africa, Germany, England and the USA.

2004-2007: Chief Product Officer at CCA Global Partners, the world’s largest floor covering buying group. Mr. Gould oversaw the sourcing and buying of more than \$3 billion in floor covering annually to service the group’s 2,400 specialty floor covering retailer locations. He founded the group’s first direct import division.

1968 – 2004: Owner and operator of Misco Shawnee, Inc., one of the country’s largest floor covering wholesale distributors serving over 5,000 retail stores, architects, designers and specifiers. The hub and spoke distribution network covering nine Midwestern states. Mr. Gould began his career with Misco as a commercial specifier advancing to owner and President in 1980. During this time, Gould started or acquired other companies:

1991-2004 Distribution Services. Mr. Gould founded a third party logistics provider with warehouses in Georgia, California and Chicago providing national logistics and turn-key administrative support for international flooring companies including Pergo and Quick Step. This service allowed both Pergo and Quick Step to achieve national market coverage in record time. Sold in 2004 to United World Logistics.

1997-2004 Color Tile, Inc. When the largest U.S. flooring retailer filed bankruptcy under Chapter 11, Mr. Gould acquired their intellectual assets and reorganized the group into a franchise buying group (Color Tile LLC) saving the Color Tile brand. He sold the company to Alliance Flooring in 2004.

1997 Casa Italia Ceramic. Mr. Gould founded the first collection of ceramic tile products imported, marketed and sold through wholesale distribution in the U.S., introducing the first opportunity for flooring distributors to expand into that market. The Spanish Government and the Spanish Tile Manufacturers Association recognized his contribution to expanding the tile market in the U.S. with the Jerry Fisher Award in 2002. The company was sold in 2003.

1993 - Mr. Gould is credited with pioneering the U.S. laminate segment. He introduced Pergo laminate flooring to the U.S. resulting in a new product category for the North American flooring industry. The North American Laminate Flooring Association awarded him a Lifetime Achievement Award for contributions he made to the laminate flooring industry.

#### **Industry Leadership Positions**

- National Wood Flooring Association Ex-Officio member of the Board of Directors 2014 through 2016 and Chairman of the International Committee
- Board of Directors, Floor Covering Industry Foundation; two three-year terms, 2001 to 2007
- Chairman, National Association of Floor Covering Distributors (NAFCD) 1993-1994
- Board of Directors, World Floor Covering Association (WFCA) 1981-1987
- Chairman, Floor Covering Consumer Credit Association.

#### **Industry Awards**

- Lifetime Achievement Award, North American Floor Covering Distributors Association, 2014
- President's Award, North American Laminate Flooring Association, 2013
- "Top 20 Most Influential Men in the Industry" Floor Covering Weekly, 2006
- Jerry Fisher Memorial Award, Spanish Government and the Spanish Ceramic Tile Manufacturers Association, 2002
- "Top 150 Privately Owned Businesses", St. Louis Business Journal, 1998 and 1999
- "People of the Year" cover, Flooring Magazine, 1997
- Entrepreneur of the Year, NASDAQ, Ernst & Young, Sprint and USA today, 1996.
- Distributor of the Year by the National Congress of Floor Covering Associations, 1988

#### **Community and Business**

- Board of Trustees, for St. Louis Children's Hospital, 1994 -2015, including holding the position of Vice Chairman
- Trustee, A. J. Bitker Memorial Charitable Foundation
- Other Board of Director positions: G.S. Robins and Co; Tarleton Construction Co.; Shure Manufacturing; Rohan Woods School; Chairman, St. Louis Chapter Young Presidents Organization (YPO).

**Education:** B.A. Northwestern University, 1967.

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