

Faculty Profile



James C. Gould

Jim Gould is President and Founder of the Floor Covering Institute. A 38 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 throughout the years. His fair dealing and consultative approach to business has earned him the respect of manufacturers, distributors, and retailers alike. Gould now offers his experience and style to the industry at large through the Floor Covering Institute a unique institution dedicated to helping flooring industry businesses solve problems, improve their competitiveness and identify new business opportunities.

For more than three decades, Gould owned, operated and founded multiple national and international floor covering enterprises beginning with Misco Shawnee, a full-line Midwestern floor covering distributor once ranked as the 8th largest in the nation.

His professional ties to European markets piqued Gould's interest in opportunities that lay outside the U.S. borders and in 1991 he founded Distribution Services, Inc. (DSI), a unique company that provided logistics and administrative services to international customers. Gould used DSI as a channel to bring new products and manufactures to the U.S. flooring markets. In 1992, Gould discovered Pergo at a European tradeshow and brought it to the USA through DSI. Later, Misco Shawnee became the first Pergo distributor in the U.S. This same story repeated for Unilin's Quick Step and many others.

Recognizing the potential growth of ceramic in the USA, Gould founded the ceramic line, Casa Italia, and formed a network of flooring distributors to market Casa Italia exclusively in their territories. The line helped several full line floor covering distributors and retailers break into the specialty ceramic market.

In 2004, Gould's colleague, Alan Greenberg, created the position of Chief Product Officer at CCA Global Partners and asked Gould to oversee product and purchasing for the industry's largest specialty retailer of floor covering. From 2004 to 2007, Gould spearheaded numerous initiatives that enhanced CCA's market position and buying power. His efforts dramatically expanded the company's worldwide sourcing and hard surface sales. He also created Global Direct, a division offering commodity flooring products from manufacturers around the world directly to CCA' retail members.

Gould has held numerous leadership positions in the industry including 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 and the Board of Directors of the Floor Covering Industry Foundation (2001-2005). Gould and his companies have been recognized as "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.

Gould has been a member of the Board of Trustees at the St. Louis Children's Hospital for over 15 years and currently serves 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).

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