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THE DIETARY SUPPLEMENT INDUSTRY’S LEADING MAGAZINE
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2017 Vity Awards
Honoring The Industry’s Best-Selling Products

Also Inside:
- Men’s Health
- Private Label
- Flower Essences, Cell Salts
Question: Why did you decide to make this career move?

Answer: I really enjoy the innovation part of this industry and much of the innovation emanates from the raw ingredient side of the business. We work on developing new compounds, clinical trials, patents and branding on a daily basis. It’s a lot of fun to create things! I also enjoy working with the different channels of distribution and a wide variety of brands, manufacturers and retailers, which is part of the process in the ingredient world. It’s rewarding to bring new products to customers and help them build their business. That’s what we do best.

Question: What skills have you taken from your retail experience to this new capacity at Nutrition 21?

Answer: There is no better place to learn this business than on the retail side. I’ve spent 17 years of my career at GNC and Vitamin Shoppe in a variety of merchandising, product development and manufacturing roles and I’ve learned so much by talking to customers in stores and working with suppliers of branded and private label products. I have also been fortunate to have some great mentors who guided me on how to become a better manager and decision maker. It really helps to have a broad perspective on this industry and understand how a product is made and how the different parts of the supply chain work together to get a product to the shelf.

Question: How will the company build awareness with natural product retailers and consumers?

Answer: One of the interesting aspects of Nutrition 21 is that we are strong on innovation, but we also know how to brand and market the compounds that we invent. We invest heavily in trademarks and marketing programs to communicate the features and benefits of our products. We do this by working with experts in the field to present our research at scientific conferences and have these findings reported in industry trade media and mainstream consumer media, as well. Additionally, we advertise in sports nutrition magazines to create awareness for our products. All of this points the consumer to look for our logo on a product before making a buying decision.

Question: What are your goals for the company?

Answer: Well I’m now just starting my second year and year one flew by really fast! We want to focus on supporting our customers with continued innovation and also develop a stronger international business for our key products.