# Scott Gould

Founder, InStore Commerce | Boca Raton, Florida

## Biography

Scott Gould is the founder of InStore Commerce, a commerce technology platform that connects local businesses with participating consumer product brands. He has more than two decades of experience in technology, e-commerce, digital marketing and consumer product distribution.

InStore Commerce gives independent businesses an online store and an optional front desk kiosk, stocked with products from participating brands. Brands list at no cost and fulfill orders directly, so the business earns retail revenue without buying inventory or managing shipping.

The platform serves more than a dozen business categories, including fitness, spa, beauty, dental, veterinary and clinic practices. Staff can build recommended shopping lists for customers, and sales are attributed to the web store, a recommendation list or the front desk. Scott writes and speaks about how independent retail can add revenue channels, how consumer brands can reach local businesses without paid advertising, and how commerce technology is changing in-person retail.

## Suggested interview questions

- Why do independent businesses need a revenue channel beyond foot traffic and services?
- How does supplier-direct fulfillment change the economics for a small retailer?
- What do consumer brands get from local businesses that paid advertising does not give them?
- How does a front desk recommendation turn staff trust into repeat purchases?
- What has to be true for a local business to sell products without holding inventory?
- Where is retail technology for small businesses headed over the next five years?

## Media contact

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