



# Joshua Edward Dopkowski

Systems & Execution · Strategy & Governance · Teaching & Facilitation · Build Studio

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"Commercial logic first. Systems second. P&L always."

## CONTACT

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## CORE STRENGTHS

- Contract-to-cash cycle integrity
- Commercial logic & deal architecture
- Gross-to-Net waterfall integrity
- O2C: accruals, deductions, claims
- SAP SD / FI / COPA / MM
- Multi-market deployment governance
- SIT/UAT & post-go-live stabilization
- Cross-functional liaison
- Pre-assessment & project readiness
- Vendor interrogation & op. model
- Trade governance framework design
- PE & investor functional due diligence

## PLATFORMS & TOOLS

- Visuafabriq (TPM/RGM)
- SAP ECC / S/4HANA
- SD · FI · COPA · MM
- Vistex · FuturMaster
- Microsoft Project · Jira
- Cognos Analytics · Spotfire
- Python (working) · SQL (working)
- True Commerce EDI
- Excel · PowerPoint

## LANGUAGES

English — Native  
French — B2

## MARKETS

### North America

USA · Canada

### Europe

UK · Ireland · France · Germany · Italy · Spain · Belgium · Netherlands · Poland · Switzerland · Portugal · Turkey

### Middle East

Kuwait · UAE · Saudi Arabia · Egypt

### Africa

South Africa · Namibia · Botswana · Zambia · Kenya · Ethiopia

## EDUCATION

### New York University

B.S., Media, Culture & Communications  
*cum laude* · Founders Day Award  
Dept. of Media Ecology (Neil Postman)

### Sonoma State University

MBA, International Business

### emlyon business school

Research — Resilience in Entrepreneurship

## PROFESSIONAL PROFILE

Senior Solution and Strategic Advisor with 20+ years in CPG commercial execution — the practitioner organisations bring in when the platform is live but the outcomes aren't materialising, when commercial intent and system logic have diverged, or when no one else in the room knows what the right answer is and someone needs to find it.

My core function is making software work the way the client actually intended it to work. That requires deep fluency in commercial logic, ERP mechanics, and the human incentive structures that determine whether a system gets adopted or worked around. It requires structured methodology, genuine critical thinking, and the ability to hold the whole picture — commercial, financial, operational — simultaneously.

## SELECTED IMPACT

**\$394M P&L** Direct commercial finance responsibility within a global CPG distribution operation

**24 Markets** TPM/RGM deployments across North America, Europe, Middle East & Africa

**Nestlé · Mars · Haleon · Deoleo** Named Tier 1 CPG enterprise deployments — Lead Strategic Advisor

**500+ Hours** Teaching, training & facilitation in finance, marketing, commercial systems, and AI

**Deployment rescue** Stalled multi-market rollouts stabilized; vendor-client operating models rebuilt

## EXPERIENCE

### Advisor — Commercial Systems, Strategy & Advisory, Build Studio

Doppler/Edward — Lyon, France (Hybrid)

May 2024 – Present

- Client-side advisory and deployment governance for CPG enterprises: pre-engagement readiness assessment, commercial logic validation, fit/gap analysis, and post-go-live stabilization across RGM and TPM/TPO platforms.
- Diagnose deployment failures — commercial logic gaps, master data integrity, vendor-client misalignment, incentive failures — and implement structured remediation with clear exit criteria.
- Advise on trade spend governance, promotional strategy, funding logic, and end-to-end Gross-to-Net integrity.
- PE and investor advisory: functional assessment of enterprise RGM/TPM platforms and commercial execution operating models for acquisition and investment contexts.
- Build studio: FP&A Simulator development, applied AI tooling, and practical finance education tools.

### Embedded Implementation Advisor — RGM & TPM/TPO

Visuafabriq — Maarssen, Netherlands (Hybrid)

Dec 2022 – May 2024

- Deployed TPM/RGM solutions for Nestlé, Mars, Haleon, and Deoleo across 24 markets: USA, Canada, UK, Ireland, France, Germany, Italy, Spain, Belgium, Netherlands, Poland, Switzerland, Portugal, Turkey, Kuwait, UAE, Saudi Arabia, Egypt, and Sub-Saharan Africa.
- Made the software work the way the client intended: validated commercial logic end-to-end, closed gaps between promotional mechanics and ERP execution, and ensured Gross-to-Net integrity from planning through settlement.
- Identified and resolved what others couldn't: rebuilt vendor-client operating models where alignment had broken down, restructured governance frameworks, and stabilized adoption across all markets.
- Led SIT/UAT, cutover readiness, and hypercare; owned defect triage across business owners, IT, and vendors to distinguish system bugs from commercial logic failures from user adoption gaps.
- Facilitated pre-design alignment sessions with commercial and finance leadership: translated commercial strategy into system design requirements and governance rules before configuration began.

↑ Promoted

### Finance Director — Commercial Finance & Trade Governance

L'Oréal (SalonCentric) — Tampa Bay / New York / New Jersey

2016 – Sep 2018

Finance Director for SalonCentric, L'Oréal PPD's \$1.1B national salon distribution operation. Direct P&L: \$394M — mixed portfolio of PPD brands and partner/competitive brands including Dyson, GHD, Bio Ionic, Revlon, Coty, and Olaplex.

- Built the trade governance and promotions finance function from scratch: authored the business case, secured executive sponsorship, hired and led a seven-person team, and governed from zero to a governed, auditable operation.
- Governed promotional funding across four channel layers (sub-distribution, company stores, street sales, e-commerce) and six DCs: simultaneous AP debits against manufacturers, AR credits in brand local entities, and downstream debit/credit memo settlement with salon professional customers.
- Managed SAP 3-way match compliance across all inbound inventory: resolved TEA debit memo disputes and early payment discount window failures; rebuilt end-to-end reconciliation to close the leakage.
- Drafted and governed manufacturer distributor agreements: trade event mechanics, inventory management tiers, compliance chargeback programs, EDI requirements, and anti-diversion controls.
- Contributed to 330+ basis points of gross margin recovery over three years through claims automation, ERP alignment hardening, promotional finance workflow redesign, and Gross-to-Net governance.
- Demand planning transitioned from Logility to FuturMaster during this period as part of a global L'Oréal initiative; worked across that transition from the commercial finance and trade governance side.

## CERTIFICATIONS

Visualfabriq — Business & Configuration Bootcamp (Jan 2024)  
Microsoft — Azure AI Essentials Professional Certificate (Apr 2025)  
IBM — Generative AI-Powered Applications with Python (Dec 2025)  
IBM — Python for Data Science & Development (Sep 2025)  
Databricks — Generative AI Fundamentals (Jun 2025–Jun 2027)

## Finance Manager / Senior Financial Analyst

L'Oréal (SalonCentric) — Tampa Bay / New York / New Jersey

Oct 2015 – 2016

- Managed forecasting, P&L, and sales-cycle reporting; built trade investment allocation reporting tools for commercial leadership decisions.
- Coordinated promotions finance processes, performance tracking, and accrual routines during onboarding and ramp to Finance Director.

## TEACHING & FACILITATION

CEFAM — Centre d'Études Franco-Américain de Management

Lyon, France

Sep 2019 – Present

- Financial Planning & Analysis (BBA)
- Portfolio Management (BBA)
- Consumer Behavior (BBA)
- Introduction to Marketing (BBA — First Year)
- Sustainable Finance (BBA)
- Principles of Accounting (BBA)

emlyon business school

Paris / Lyon / Saint-Étienne, France

Sep 2018 – Jul 2020

- MSc Luxury Management and Marketing — Thesis Supervision
- New Ventures in the Luxury Industry (MSc)
- Leadership in New Ventures (BBA)
- Strategic Management (MBA) — Teaching Assistant, Fall 2018

INSEEC

Lyon, France

Sep 2022 – Dec 2022

- Finance of International Business Development
- Marketing Budgets
- Financial Planning & Analysis (BBA)

USAC — University Studies Abroad Consortium

Lyon, France

2021 – 2022

- Digital Marketing (Undergraduate — English-language study abroad program)

ISCPA — Institut Supérieur des Médias

Lyon, France

Fall 2019

- Introduction to Journalism (Bachelor — English)
- Mass Media & Society (Bachelor — English)
- Communication Studies (Bachelor — English)

## EARLIER CAREER

### Product Development & Marketing Manager

EO Products — San Francisco Bay Area

2014 – 2015

- Commercial and analytical role at a \$35M personal care firm (EO and Everyone by EO) in mass retail channels including Whole Foods, Target, and Marshalls. COGS modeling, pro forma P&L, NPV analysis, SKU performance monitoring, supplier negotiation, and category analysis.

### MBA Internship — Technology Order Fulfillment

Keysight Technologies (Agilent / Keysight de-merger) — San Francisco Bay Area

May – Sep 2014

- Supported the TOF division during the Agilent-to-Keysight de-merger: pricing, supply chain, gross margin, and order fulfillment content transformation across 200+ technical slide decks.

### DTC Marketing Consultant

Doppler Beverage Advisory — California

2009 – 2014

- Founded and operated an independent advisory practice supporting premium wine and beverage brands across DTC marketing, trade programs, CRM, POS execution, compliance, and hospitality.

### Product, Marketing & Launch Operations

Estée Lauder / Clinique · L'Oréal Paris — New York City

2001 – 2009

- Progressed from promotional analysis and sell-through tracking to Product Development Manager. Managed Clinique seasonal GWP/GWV launches across Bloomingdale's, Macy's, and Dillard's. Door-level KPI monitoring, replenishment liaison, and cross-functional coordination across product, operations, and retail.

## KEYWORDS

RGM · TPM · TPO · Strategic Advisor · Solution Advisor · Contract-to-Cash · O2C · Trade Spend · Gross-to-Net · Funding Logic · Deductions · Claims · Settlement · Accruals · SAP SD · SAP FI · SAP COPA · Vistex · ERP Commercial Systems · Commercial Execution · Trade Governance · Margin Integrity · Pre-Assessment · Fit/Gap · SIT/UAT · Post-Go-Live · Deployment Rescue · CPG · FMCG · Visualfabriq · Commercial Finance · FP&A · Multi-Market Rollout · PE Due Diligence · Teaching · Facilitation · Applied AI