Céline Gosset

Founder & independent adviser · Organisations, operations and software

France · celine@next-chapter.fr LinkedIn

I help business owners understand how work actually moves through their company, where information gets lost and what needs to change. My advice is grounded in the operational roles I have held, from international orders to small-company back offices.

INDEPENDENT ADVISORY PRACTICE

Founder · Poppins.solutions (founded as KIAL)

April 2015 – present

Founded one independent practice as KIAL in April 2015 and renamed it Poppins.solutions in 2023. Across both names, it helps owners understand how their companies work and decide what to change. Hands-on responsibility in its early years now grounds its advisory, analysis and specification work.

- Maps the real flow of work, including exceptions, handovers and decisions that are easy to miss in an organisation chart.
- Helps leaders compare options, set priorities and turn a decision into requirements that teams and specialists can implement.

Product advisory · Pimp my SaaS

April 2023 – present · a branch of Poppins.solutions

Works with B2B software makers on setup, adoption and support, bringing the perspective of people using their products at work. Collaborates with an independent product designer when a prototype helps test an idea.

SELECTED WORK WITHIN THE PRACTICE

Field services · AMV

November 2021 – present

Took responsibility for the office side of a family sanitation business during its handover, then continued to advise its new owner. Connected scheduling, field records and administration; helped replace paper-based routines with tools the crew could use. The business returned to profit after a difficult period.

Customer service and e-commerce transition

November 2020 – May 2021

Reorganised customer service and after-sales work during a warehouse move and software transition. Set up Zendesk, documented returns and refund workflows, trained the team and clarified the handovers between customer service, logistics and finance.

Operations for a resin flooring business

July 2015 – February 2021

Managed administration, purchasing and invoicing at first, then continued on a retainer. The work gave the practice a close view of how a small company’s office, subcontractors and field work depend on one another.

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Experience & qualifications

EARLIER EMPLOYMENT

After-sales service · CAPM Europe

December 2014 – March 2015

Coordinated field technicians, intake, quotations, parts and billing; introduced a database to replace paper case files.

Purchasing and sales administration · Digi France (Teraoka)

December 2012 – September 2014

Followed orders with Asian factories, freight, stock and customer delivery; handled invoices, credits and exceptions.

Logistics and sales administration · Unilever / AkzoNobel

November 2011 – September 2012

Used SAP to enter orders, plan time-sensitive deliveries and resolve stock or delivery disputes.

Freight forwarding · Business By Air

August 2010 – February 2011

Prepared international freight quotations, customs files and delivery follow-up for imports and household moves.

International spare parts · CNH Industrial

April 2008 – March 2009

Coordinated orders for overseas distributors, air freight, customs and delivery follow-up.

Earlier operations roles · ArcelorMittal, Computacenter and others

2001 – 2010

Worked across steel order tracking and UK deliveries, IT equipment renewal and customer service. Earlier retail work included store administration at Internity.

EDUCATION, OTHER EXPERIENCE AND LANGUAGES

BTS Business administration (Assistante de direction), IMEA, Besançon · 2000–2001.

Baccalauréat Economics and social sciences, with enhanced English · 1999.

Racehorse exercise rider Newmarket, England · September 1999 – September 2000; morning training and racecourse work.

Boat licence October 2026.

Languages French (native); English (fluent, used professionally).

WORKING KNOWLEDGE

Workflow mapping and exception analysis · requirements and procedure writing · customer service and field operations · software evaluation from users’ point of view. Hands-on tools include SAP, Zendesk, Organilog, Pennylane and Incwo; no vendor certification is claimed.