

CHRISTOPHER K. TONG

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EDUCATION

University of California Berkeley

MS Civil Engineering

December 2017

Emphasis on Sustainable Transportation, City Planning, Transportation Policy

BA Operations Research & Management Science

May 2013

PROFESSIONAL EXPERIENCE

Samsung Electronics

Seoul, South Korea

Regional Product Manager Hong Kong and Turkey

June 2013 – June 2016

- Launch MX7 A3 and C30 copier in Hong Kong; tasks include managing partnership and servicing plans
- Manage B2B tender deals in SEHK accounting for \$3M sales
- Oversee supply plan (sets and consumables) for B2C \$7M HK and \$200M Turkey printer markets
- Improve placement for retail products in SEC Turkey by shifting from single channel to multi-channel distribution; Tasks included site visits and analysis of printer and secondary consumables market

Product Marketing Associate

- Lead initiative to resolve parallel importation (PI) between countries by working with different subsidiaries on data acquisition from distributors; decreased occurrences of PI by 30%
- Engage in product planning and training activities for in-house analysis software used by 300+ sales and strategy personnel

Global HQ Intern

- Create data pipeline process using Oracle SQL and the Python Pandas library to integrate product usage and logistics datasets to improve channel visibility; reduce labor by 30+ hours a month

Levi Strauss

San Francisco, California

Global Supply Planning

June 2012 – September 2012

- Optimize global process workflow using VBA to connect Excel, MS Access and SAP ERP software for use by the supply planning team- new processes reduced labor by 15+ hours a month
- Mapping supply chain organizational structure to provide strategy recommendations on capacity, PO issuance and reorganization issues to leadership team

ACADEMIC EXPERIENCE

Transportation Sustainability Research Center

Berkeley, California

Researcher for Professor Susan Shaheen

Jan 2017 – present

- Publish policy white paper on global stationless bikesharing and provide framework for civic engagement between private operators and city municipalities in the United States
- Model wireless charging for fleets of shared electric vehicles and formulate strategy to optimize the fleet and power grid

Urban Analytics Lab

Lab Contributor with Professor Paul Waddell

Jan 2017 – May 2017

- Design web scrapping tool and front end visualization of craigslist home prices and accessibility measurements for San Francisco, New York and Los Angeles metropolitan areas; project link: [cktong.github.io/city_bytes](https://github.com/chrisktong/city_bytes)

Sutardja Center for Engineering Entrepreneurship

Graduate Student Instructor

Aug 2016 – Dec 2016

- Head design thinking exercises, mentor teams, and lead industry panels for undergraduate course on Designing for Developing Communities; Projects incubated: Olive tea for Syrian refugees; Electricity generating bicycles in Ghana

RELEVANT SKILLS

- **Creative:** Adobe Illustrator, Photoshop, InDesign; SketchUp; GIS
- **Technical:** Python, PostGres, PostGIS, SciKit Learn, Spatial Querying; Linux/ Ubuntu Server
- **Portfolio:** [cktong.github.io](https://github.com/chrisktong)

FOREIGN LANGUAGES

- Cantonese – Native ; Mandarin – Business ; Korean – Conversational