

CHRISTOPHER K. TONG

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EDUCATION

University of California Berkeley

Berkeley, California

MS Civil Engineering - Transportation

May 2017

Interests: Spatial Analysis, Urban Logistics, Behavior Modelling in Transport Facilities & Systems

BA Operations Research & Management Science

August 2009 – May 2013

Courses: Transportation Planning, Simulation, Database Design, Discrete Mathematics, Operations

Research, Probability, Manufacturing and Service Design, Financial Accounting

National Taiwan University

Taipei Taiwan

Mandarin Chinese

June 2011 – August 2011

PROFESSIONAL EXPERIENCE

Samsung Electronics

Seoul, South Korea

Regional Product Manager Hong Kong and Turkey

May 2015 – June 2016

- Lead MX7 A3 and C30 color copier launch in Hong Kong; tasks include formulating dealer, distributor and servicing plan, as well as preparing training and launch events in subsidiary office
- Manage price structure for B2B tender deals in SEHK accounting for \$3M annual sales
- Oversee demand plan, supply chain logistics, and subsidiary P&L for \$7M HK printer market
- Improve sell thru consistency of retail channels in Samsung Electronics Turkey; tasks include implementing stock out solution, renegotiating distributor margins and adjusting retail pricing
- Visit reseller sites in Istanbul to perform analysis on threats in the Turkish printer and secondary consumables market; Resellers revenue total +\$600M

Product Marketing Associate

April 2014 – May 2015

- Create data pipeline process using Oracle SQL and the Python Pandas library to integrate product usage, ERP, supply chain and salesforce datasets to improve channel visibility;
- Engage in product planning, user research, and training activities for in-house analysis software used worldwide by over 300 sales, strategy and R&D personnel
- Cluster and time series analysis to identify and resolve issues such as parallel importation, consumables sales forecasting, and product research resulting in decrease in occurrences of PI by 30% in select regions and improvement of stock management in certain channels by up to 20%

Global Intern

June 2013 – October 2013

- Improve efficiency of data preparation and reporting by automating reports in Oracle SQL Server database resulting in reduced labor by 30 hours a month
- Present forecast recommendations to VP of Marketing by analyzing the seasonality of past sales
- One of only 40 foreign interns (out of 2000+ applicants) selected to work in the Korea HQ office

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 over 15 hours a month
- Mapping supply chain organizational structure to provide strategy recommendations on capacity, PO issuance and reorganization issues to leadership team
- Manage cross-functional team of interns to plan Dockers “Wear the Pants” marketing campaign – presented proposal to CEO and Brand President of Levi Strauss

EDUCATION EXPERIENCE

Sutardja Center for Engineering Entrepreneurship

Berkeley, California

Graduate Student Instructor

August 2016- present

- Coordinate with US State Department on national clean energy competition and mentor undergraduate teams on project ideas go to market strategy
- Lead weekly discussions to engage students via design exercises and recruiting industry speakers

UrbanSim

Berkeley, California

Professor Paul Waddell supervised by Fletcher Foti

December 2013 – April 2014

- Develop and debug the web visualization tool of UrbanSim using AngularJS by implementing the Leaflet GIS Library
- Debug transportation modeling scripts based on the Python Pandas dataframe

Undergraduate Research at Haas

Berkeley, California

Professor David Levine

May 2012 – May 2013

- Analyze the effects of HVAC and building materials on internal temperatures of homes with a collected dataset of 50 homes over a 10-year time span using Stata
- Design collection tool to track hourly internal temperature measurements and send to server
- Research aim to create economically adaptive thermostat to optimize dynamic smart grid prices

SimpleApp

Berkeley, California

IEOR group project

August 2012 – February 2013

- Conduct empirical research including interviews and studies on user interactions to better understand the difficulties senior citizens encounter while using smartphones
- Prototype phone interfaces in iOS to implement tactile feedback and linear navigation principles in user interface

RELEVANT SKILLS

- Python, GIS, JavaScript, VBA, Pandas, Stata, R, SQL Developer

FOREIGN LANGUAGES

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