CHRISTOPHER K. TONG

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EDUCATION

University of California Berkeley

MS Civil Engineering   *December 2017*
        Emphasis on Transportation, City Planning, Shared Mobility Policy
BA Operations Research & Management Science   *May 2013*

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 Planning Studio
Planner for Professor Elizabeth MacDonald   Jan 2017 – May 2017
- Lead analysis on the impact on transportation as a result of removing a major arterial freeway from downtown Oakland
- Design deliverables and present neighborhood plan to heads of BART and Oakland planning department

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

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 distributers; 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

RELEVANT SKILLS

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

FOREIGN LANGUAGES

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