



Alex Tong

Head of Technical Deployment Strategy, Pentatonic

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SUMMARY

Head of Technical Deployment Strategy at Pentatonic, leading strategy and execution behind the company's circular-economy programs — turning take-back, reuse, and recycling initiatives into operational reality for global brands. LEGO®'s dedicated account owner, having led the LEGO® Brick Take Back Program (2024–2025) and the LEGO® Replay UK Program (2026) end-to-end, from proposal design through operational roll-out. Background spans early-stage startup operations (que Bottle), NGO brand and licensing work (Fairtrade International), and product growth at a BlackRock-backed e-commerce unicorn (Razor Group).

EXPERIENCE & EDUCATION

Nov 2025 – now	Head of Technical Deployment Strategy Pentatonic
Aug 2023 – Nov 2025	Circularity Lead Pentatonic
Sep 2022 – Aug 2023	Circular Economy Strategic Consultant Pentatonic
Mar 2022 – Aug 2022	Product Growth Manager Razor Group
2021 – 2022	Consultant Leafymade
Jul 2019 – Sep 2021	Brand, Trademark, and Licensing Graduate Student Assistant Fairtrade International
Oct 2017 – Dec 2020	M.Sc., Agricultural and Food Economics EDU University of Bonn
Jun 2018 – Mar 2020	Director of European Operations que Bottle
Jun 2017 – Jun 2018	Product & Operations Lead que Bottle
Jan 2017 – Jun 2017	Founder's Associate que Bottle
Jan 2016	Semester study abroad EDU Lund University
2012 – 2016	B.S. Environmental Economics & Policy; B.S. Society & Environment EDU UC Berkeley

SELECTED WORK

LEGO® Brick Take Back Program (2024–2025)

Spearheaded and won the competitive RFP, then owned the work end-to-end across both pilots — proposal design, partner onboarding, roll-out, and post-pilot analysis.

LEGO® Replay UK Program (2026)

Led blueprinting and roadmapping for the program's 5-year development; found and onboarded operational partners; managed production as the lead project manager for LEGO® and its external suppliers.

EDUCATION DETAIL

University of Bonn

M.Sc., Agricultural and Food Economics (Market & Consumer Research) — Germany's #1-ranked university for Economics.

UC Berkeley

2× B.S. — Environmental Economics & Policy; Society & Environment — graduated with Dean's Honors.

CORE TOOLS & PLATFORMS

AI & Automation	Claude Code, ChatGPT, Hermes, OpenClaw, FinAI, N8N
Analytics & Research	SPSS, Tableau, Google Analytics, R, STATA
Sales, CRM & Growth	HubSpot, Sales Navigator, Apollo, HeyReach, Google Ads, Amazon PPC, Amazon SC, Shopify, Wix
Productivity & Docs	Microsoft Office, Google Workspace, Notion, Keynote, Slack, Microsoft Teams
Project & Ops	Jira, Linear, Monday.com, ServiceNow, Airtable, Figma, Miro, GitHub, Asana, ClickUp, Trello