

Alex Tong

Head of Technical Deployment Strategy, Pentatonic Labs

Berlin · London · open to California, Germany & remote · linkedin.com/in/alexkevintong · whoisalextong.com

SUMMARY

Head of Technical Deployment Strategy at Pentatonic Labs, working across applied AI including Seesa. His current role at the AI research startup builds on circular-economy strategy and programme delivery at Pentatonic, including LEGO®'s take-back and reuse programmes. He also brings experience in startup operations at que Bottle, brand and licensing work at Fairtrade International, and product growth at Razor Group.

FROM PENTATONIC TO PENTATONIC LABS

Pentatonic Labs: applied AI

Alex's current work centres on Pentatonic Labs, the applied AI research startup that grew out of Pentatonic. As Head of Technical Deployment Strategy, he works across AI areas including Seesa and explores applications of agentic and Physical AI in the circular economy. The company develops AI that runs within businesses, through Physical AI for Commerce and Seesa, an on-site AI system.

Pentatonic: circular economy & deployment

Alex's experience at Pentatonic underpins his approach to deployment. His work spans take-back, reuse and recycling programmes, operational partnerships, business development and technical deployment. As LEGO®'s dedicated account owner, he led the Brick Take Back pilots (2024–2025) and Replay UK programme (2026), from proposal design through operational roll-out, including partner onboarding, roadmapping and programme management.

EXPERIENCE & EDUCATION

Nov 2025 – now	**Head of Technical Deployment Strategy** Pentatonic Labs Applied AI offshoot of Pentatonic
Aug 2023 – Nov 2025	**Circularity Lead** Pentatonic
Sep 2022 – Aug 2023	**Strategic Consultant - Circular Economy** 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

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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

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