



# Efrain Plascencia

Automotive × AI × Automation

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## Professional Profile

Accomplished Automotive Engineer & Innovator with over a decade of experience in software-defined vehicles (SDVs), seamlessly bridging the gap from intuitive smartphone applications to robust electronic control units (ECUs) that deliver reliable performance. Proven expertise in the full spectrum of automotive software—including infotainment systems, autonomous features, and seamless over-the-air (OTA) updates—while integrating cutting-edge large language models (LLMs) from OpenAI, Perplexity and others to advance AI-driven automations.

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## Education

### Bachelor of Science

California State University - Long Beach

Graduated: Dec 2012

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## Work Experience

### Head of Business Development & Engineering

GEMMACON North America – Los Angeles, CA  
April 2023 – Present

Built team from scratch for automotive software testing. Drove business expansion. Increased headcount by 300%.

### Senior Test Engineer

Toyota Motors North America – Plano, TX  
March 2020 – December 2022

Collaborated to ensure telematics registrations and activations, overseeing end-to-end testing for user registration, payment processing, and service activations.

### Lead Test Engineer

PACCAR - Lewisville, TX  
December 2022 – April 2023

Lead testing initiatives, collaborating with suppliers & stakeholders to ensure timely delivery of high-quality software.

### E2E Test Engineer

Mercedes-Benz R&D - N. America – Long Beach, CA  
March 2017– March 2020

Conducted end-to-end testing for vehicle systems. Collaborated w/ Mexico-based business teams to align requirements.

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## Languages

English - Native • Spanish - Bilingual • German - Very very very basic