Contact

Dallas-Forth Worth Metroplex
2133217937 (Mobile)
efrain.plascencia@gmail.com

www.linkedin.com/in/efrainp (LinkedIn)

Top Skills

Agent Loop
Agent Orchestration
OTA

Languages

English (Full Professional)
Spanish (Native or Bilingual)

Certifications

Designing and Building AI Products and Services

Efrain Plascencia

AI Engineer building agentic tools and automation | 13 years in connected-vehicle and OTA validation (Mercedes-Benz, Toyota, Hyundai, Porsche)
Dallas-Fort Worth Metroplex

Summary

I build AI systems that people actually use every day — not demos.At GEMMACON North America, an automotive software consultancy serving international OEMs, I design and deploy the internal systems our engagements run on. Increasingly, those systems are AI-driven. Recent work: an agentic intelligence pipeline that runs structured search sweeps against a target-company database, scores signals against a defined rubric, and files briefings automatically. A document-generation system that converts client JIRA exports into branded executive reports. A candidate-profiling tool that parses resumes against a job description, scores competencies, and renders a client-ready deliverable. A time-tracking and billing system for our client engagement, with a containerized FastAPI reporting service behind it.The common thread is the part I find most interesting: getting the requirements right from people who haven't articulated them yet, then designing so the humans using the system can't easily get it wrong.Before this I have spent close to 15 years in connected vehicle software and validation — telematics architecture, ECU diagnostics, HIL and vehicle testing — at Toyota, Mercedes-Benz R&D North America, Hyundai Autoever, and PACCAR. That background is why OEM stakeholders take me seriously in the first meeting.BS Computer Science, Cal State Long Beach. MIT xPRO certificate, AI Products & Services.

Experience

GEMMACON North America Inc.
3 years 8 months

Director of AI Deployment & Solutions
April 2025 - Present (1 year 8 months)
Dallas-Fort Worth Metroplex

- Designed and deployed an agentic intelligence system that screens 25 target companies, sorts what itfinds into a four-signal taxonomy, scores each opportunity on a 20-point rubric with threshold gating, andproduces a weekly briefing in Notion.
- Built the time-tracking and billing system for the NVIDIA engagement, used by the CEO, HR Director,and engineering team to track 5 engineers. It saves about 100 hours of manual work a month byencoding business rules like per-engineer daily minimums and billed-vs-actual payroll reconciliation in acontainerized FastAPI service that non-technical users can't easily break.
- Built a Python pipeline that turns client JIRA exports into branded executive decks, cutting about a weekof manual work down to 15 minutes, plus a candidate-profiling tool that scores resumes against jobdescriptions.

Head of Business Development and Engineering
April 2024 - March 2025 (1 year)
Los Angeles Metropolitan Area

- Promoted within a year to lead the North America practice, owning commercial strategy, consultingproposals, and technical recruiting for software validation engagements with Mercedes-Benz, Porsche,and NVIDIA.
- Grew the company from 7 to 35 employees by building and leading cross-functional validation teams forinfotainment head units, domain controllers, and SDV architectures.
- Added 3 new projects and landed NVIDIA as a high-profile client, serving as the primary technical liaisonacross OEM programs.

Test Manager - OTA
April 2023 - March 2024 (1 year)
Los Angeles Metropolitan Area

- Led over-the-air (OTA) update validation for the North American market on Porsche's next-generation E³1.2 electronics architecture, which debuted in the all-electric Macan, the first Porsche on the new 800-volt PPE platform.
- Validated OTA software delivery across a domain-computer architecture of five high-performancecomputers covering the drivetrain, driver assistance, infotainment, comfort, and connectivity.
- Helped build an 11-person testing team for Porsche's next-generation telematics architecture, owningrecruitment and serving as the liaison between GEMMACON and Porsche.

PACCAR
Lead Test Engineer
December 2022 - April 2023 (5 months)

Lewisville, Texas, United States

- Tested PACCAR's next-generation EMUX electrical architecture for Kenworth and Peterbilt trucks, amove to Ethernet-based multiplexed vehicle networking, including dual-boot ECUs.
- Worked directly with Tier-1 suppliers to validate their ECUs against PACCAR requirements and drivedefects to resolution.
- Created and executed test cases for ECU communication and diagnostics, and helped trace failures totheir root causes.

Toyota North America
Sr. Test Engineer
March 2020 - December 2022 (2 years 10 months)
Plano, Texas, United States

- Validated user registration, enrollment, and account-activation flows for Toyota and Lexus connectedservices across the mobile app, head unit, and cloud, on a telematics platform serving 5.5M+ vehiclesacross 40+ models in North America.
- Tested the business side of the system, including subscription enrollment and payment processing, forthe Toyota and Lexus apps, which had reached 1M+ and 100K+ Android installs by 2022.
- Worked hands-on with live production code, creating and executing test cases for connected servicesfeatures.
- Participated in weekly production deployments and ran smoke testing to verify each release.

Mercedes-Benz Research & Development North America, Inc.
E2E Test Engineer
March 2017 - March 2020 (3 years 1 month)
Long Beach, CA

- Led end-to-end testing across 14 Mercedes-Benz models with up to 3 head unit variants each, coveringhow the head unit, phones, wearables, digital assistants, and IoT devices worked together on premiuminfotainment and telematics platforms.
- Supported the US and Mexico launch of next-generation Mercedes me connected services, rolled outregion-wide in August 2018 on model-year 2019 vehicles, working with teams in Mexico to fold regionalrequirements into global test processes.
- Tested MBUX and the "Hey Mercedes" voice assistant, named a CES 2019 Innovation Awards Honoreeand Edmunds' Most Innovative New In-Car Feature in its 2019 Tech Driven Awards, along with a devicetest matrix that

covered multiple iOS and Android phones, a smartwatch app, Amazon Alexa, IFTTT, andthe Mercedes-Benz Garmin vívoactive 3 integration.
- Designed detailed test strategies for software and hardware interactions, and found and closedintegration defects to improve compatibility and keep the experience consistent across devices.

Hyundai Autoever Telematics America
Quality Engineer
March 2013 - March 2017 (4 years 1 month)
Fountain Valley, CA

- Supported testing of Blue Link and Kia UVO telematics across 20+ Hyundai and Kia models, coveringthe full stack from the DCM and head unit to backend connectivity and the mobile apps.
- Validated the next-generation Blue Link platform, including Google-powered destination search, remotestart and climate, and automatic collision notification. It was named an Engadget Best of CES 2014finalist, won LAPTOP Magazine's Best of CES 2014, and won TechRadar's Best Car Tech at CES 2015.
- Tested the Blue Link smartwatch app that debuted at CES 2015, along with companion phone apps thateach reached 100,000+ Android installs, validating integrations across embedded firmware, cloud APIs,and mobile and wearable clients.
- Took on a wide range of work in a startup-scale environment, including UAT, basic DevOps fordeployment pipelines, and early requirements gathering, and built a generalist skill set across businessanalysis, product, and release management.

Murray Company
Associate Developer (Intern)
January 2012 - December 2012 (1 year)
Rancho Dominguez, California

- Develop small VBA application for financial reporting
- Troubleshooting and updating older applications
- Create a data mining solution for different types of forms and reports

CoreLogic
Associate Developer (Intern)
January 2011 - December 2011 (1 year)
Santa Ana, California

- Debug previously developed troubleshooting applications for Testing Department.
- Create Java applications to parse logs files
- Validate database updates by comparing database log files and company database
update requests.

Education

MIT xPRO

Designing and Building AI Products and Services · (August 2025 - October 2025)

California State University, Long Beach

Bachelor of Science, Computer Science · (January 2008 - December 2012)