

Efrain Plascencia

FORWARD-DEPLOYED AI ENGINEER · 13 YEARS IN AUTOMOTIVE SOFTWARE

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Professional Summary

I build AI tools that real teams use every day, not demos. At GEMMACON North America I write and ship the internal AI tooling we run the business on: agentic research pipelines, document automation, and containerized Python services. Before that, a decade of connected-vehicle software at Toyota, Mercedes-Benz R&D, Hyundai, and PACCAR.

Core Competencies

Agentic systems, LLM / RAG, Python / FastAPI, Forward-deployed engineering, Requirements & scoping, OTA / telematics / SDV, Cross-functional lead

Experience

Director of AI Deployment & Solutions, Apr 2025 - Present
Head of Business Development and Engineering, Apr 2024 - Mar 2025
OTA Test Manager, Apr 2023 - Mar 2024
GEMMACON North America, Long Beach, CA (Remote from DFW)

- Promoted twice in two years on Mercedes-Benz, Porsche, and NVIDIA engagements.
- Led North American OTA validation for Porsche's E3 1.2 architecture on the all-electric Macan, and helped grow the company from 7 to 35 employees.
- Built production AI tools: a weekly intelligence system screening 25 companies, an NVIDIA billing service saving about 100 hours a month, and a deck pipeline that cut a week of work to 15 minutes.

Lead Test Engineer, Dec 2022 - Apr 2023
PACCAR, Lewisville, TX

- Tested PACCAR's next-generation Ethernet-based EMUX architecture for Kenworth and Peterbilt trucks, including dual-boot ECUs, working with Tier-1 suppliers.

Senior Test Engineer, Connected Services, Mar 2020 - Dec 2022
Toyota Motor North America, Plano, TX

- Validated registration, enrollment, and payment flows for Toyota and Lexus connected services across app, head unit, and cloud, with weekly deployments and smoke testing.

End-to-End Quality Engineer, Mar 2017 - Mar 2020
Mercedes-Benz R&D North America, Long Beach, CA

- Led end-to-end testing of Mercedes me and MBUX across 14 models and up to 3 head unit variants, supporting the US and Mexico launch.

Quality Engineer, Telematics, Mar 2013 - Mar 2017
Hyundai Autoever Telematics America, Fountain Valley, CA

- Supported QA for Hyundai Blue Link and Kia UVO telematics across 20+ models, on a platform recognized at CES 2014 and 2015.

Education

Bachelor of Science, Computer Science, 2008 - 2012
California State University, Long Beach

Technical Skills

AI & AGENTIC SYSTEMS Agentic pipelines, LLM/RAG, scoring rubrics, threshold gating
BUILDING & SHIPPING Python, FastAPI, Docker, REST, python-pptx, Stripe, OAuth, Vercel, Neon, GitHub
AUTOMOTIVE DOMAINS DCM, Infotainment, Telematics, Connected Vehicle, ECU, OTA, ADAS, SDV
SYSTEMS & INTEGRATION Embedded architecture, HIL/vehicle testing, CAN diagnostics, cloud API integration

MIT xPRO 2025 · Mercedes-Benz R&D North America guest speaker 2025 · English, Spanish

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