



NEWS RELEASE

What's the sound of Innovation

2025-03-10

As Visteon celebrates its 25th anniversary, few can tell the company's story quite like Marcelo Alcino. He was there when the name "Visteon" was first announced, watching as Ford's Electronics Division transformed into a global technology leader. His journey from factory floor troubleshooter to Engineering Leader for South America embodies the spirit of innovation and growth that defines Visteon.

Day One Pioneer

Before there was Visteon, there was Marcelo on the factory floor, solving problems and dreaming big. "What brought me here was the opportunity to learn and grow while working for a large company that offered great challenges," he recalls. Little did he know just how many challenges – and opportunities – lay ahead.

The Sound of Progress

If you've ever plugged a USB drive into your car stereo or streamed music through Bluetooth, you can thank innovators like Marcelo. He was there for the revolutionary moments that transformed automotive audio: the first Visteon radio with Bluetooth, then the introduction of USB connectivity, the leap to MP3 playback.

Breaking New Ground

Among Marcelo's proudest achievements was his role in developing Visteon's first Android infotainment system. "It was a very visible project and provided other great opportunities for Visteon," he reflects. "It will be remembered forever." This wasn't your typical product launch; it was a milestone that opened new doors for the company and set the stage for future innovations.

Riding the Wave of Change

In an industry where today's innovation is tomorrow's standard feature, Marcelo has mastered the art of staying ahead. His approach? "Embracing innovation, staying curious, and maintaining a growth mindset." While others might see industry changes as challenges, Marcelo sees them as opportunities to learn and grow.

The Power of Adaptation

Throughout his career, Marcelo has navigated countless technological shifts and organizational changes. His secret to success lies in his flexibility and openness to new ways of working. He's built his career not just on what he knows, but on his ability to learn what's next. By actively collaborating across teams and remaining receptive to fresh perspectives, he's turned adaptability into a superpower.

Building Tomorrow's Leaders

To those just starting their Visteon journey, Marcelo offers wisdom earned from a quarter-century of innovation: "Stay curious, embrace challenges, and always be open to learning." He emphasizes that success in the automotive industry comes from adaptability, collaboration, and a passion for innovation.

The Heart of Innovation

"Be passionate about what you do and can do," Marcelo advises, summing up his approach in eight simple words. For him, each day at Visteon has been part of "a fascinating journey, bringing the opportunity to contribute revolutionary innovations to the automotive sector."

A Legacy of Growth

Working with brilliant people in a challenging environment has been the most rewarding aspect of Marcelo's journey. His story demonstrates that at Visteon, growth isn't just possible – it's inevitable for those who embrace change with enthusiasm.

Ready to write your own success story? Visit visteon.com/careers to explore opportunities across the globe and become part of our next chapter of automotive innovation.

