

How Talent is Powering The Auto-Tech Transformation



By Kristin Trecker, Chief Human Resources Officer, Visteon

The automotive industry is transforming faster today than at any point in the last 25 years. Software-defined platforms, AI, and silicon innovation are reshaping how vehicles are built, how businesses compete, and how people work. The pace feels less like traditional manufacturing and more like a startup — fast, bold, and unforgiving to those who hesitate.

In this environment, HR can't afford to play catch-up. We can't be the function that reacts after the fact. We have to lead.

At Visteon, we've reimagined HR to be a driver of transformation. Yes, we still provide the essentials that every employee counts on, from payroll to benefits, but that's only one part of the picture. Our larger role is to enable speed, agility, and bold pivots by wiring our talent for innovation, adaptability, and tech fluency from the ground up.

Running HR Like a Tech Function

Now, when I say HR is operating like a tech function, I don't mean we're writing code. But we are borrowing the same principles that power the best tech organizations: agile, data-driven, product-led.

Instead of focusing only on transactions, we're building products — modern tech stacks, leadership programs, AI-enabled tools — designed to solve real business problems. Every decision is tested, iterated, and scaled the way an engineering team would approach code.

This shift isn't about HR tech for HR's sake. It's about embedding velocity and precision into the way people lead, learn, and grow.

AI as a Strategic Enabler

AI is a perfect example. Every experiment we run begins with a business case and a clear goal: make work better. Whether it's faster upskilling, learning that feels intuitive, or smarter hiring, AI has to add value to the employee experience and the business.

At Visteon, this thinking extends beyond HR. On one hand, we're deploying It in our products – through [cockpit intelligence platforms like **cognitoAI**](#). On the other, we're investing in AI to strengthen our workforce – giving people the reign to learn faster and work smarter. This dual perspective ensures that AI adoption creates impact for both for the drivers who experience our technology and for the teams who build it.

The Talent Imperative

Talent remains the ultimate competitive edge. We prioritize adaptability, curiosity, and fluency in technology and change — qualities that matter more than any job title.

The leaders who excel at Visteon understand technology and know how to translate it into strategy and culture. They're comfortable moving fast and operating in ambiguity when the answers aren't obvious yet.

Our role in HR is to create the conditions for that success: an environment where experimentation and growth are expected, and capability is constantly increasing. As I often remind my team, *our mission is to improve the business by increasing the strength of our talent.*

Looking Ahead

At its core, our HR transformation isn't a story about systems; it's a story about people. Giving them the tools, mindset and confidence to lead through constant change is how HR translates into business impact — and why talent will always be the driver of auto-tech transformation.