

Markus Schupfner **Chief Technology Officer**



Markus Schupfner leads Visteon's global advanced technology development, especially in the areas of advanced driver assistance systems (ADAS), vehicle-to-vehicle and vehicle-to-infrastructure (V2X), and autonomous driving, as well as product management of all Visteon products. Schupfner joined Visteon on April 1, 2016, bringing more than 20 years of experience leading software development for global automotive suppliers, primarily serving high-end vehicle manufacturers. He is based in Karlsruhe, Germany.

Schupfner previously was with Elektrobit Automotive GmbH, an international supplier of embedded software solutions and services, where since 2014 he had been executive vice president of operations, after serving four years as vice president of Elektrobit infotainment solutions. As head of operations at Elektrobit Automotive – recently acquired by Continental AG – Schupfner led innovation, product and service developments for human-machine interaction (HMI),

driver assistance, navigation, system integration, connected car and electronic control unit (ECU) solutions. He achieved many successful product launches for high-end vehicle manufacturers and helped turn the company toward a lean development approach.

Before joining Elektrobit, Schupfner was vice president of navigation for the infotainment division of Harman International Industries, where he led product development and pre-development for high-end navigation. He previously held director-level roles during a 12-year career at Siemens VDO and Siemens, responsible for system architecture and technology development of high-end navigation systems for leading automakers.

Schupfner has obtained several patents for embedded navigation software. He has a degree in mathematics from the Technical University of Applied Sciences in Regensburg, Germany.

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