Elizabeth Baron
Virtual Reality & Advanced Visualization Technical Specialist

Elizabeth Baron is a Technical Specialist in Virtual Reality and Advanced Visualization at Ford Motor Company. She has been the driving force in the development and deployment of immersive vehicle verification technology at Ford Motor Company. She is the principle inventor of the Ford immersive Vehicle Environment (FiVE) process and technology. Elizabeth became the first Virtual Reality Technical Specialist at Ford, a position she asked to create so that she could grow the technology with the Company. Elizabeth was awarded the highest technical award in Ford Motor Company, the Dr. Haren Gandhi Research and Innovation Award, honoring her career in immersive visualization and her technical leadership.