

Eclipse SDV Marketing Committee

Meeting Minutes | 26 January 2026

Participants

Name	Organisation	Status
Amin Rasti	Eclipse Foundation	Present
Diana Kupfer	Eclipse Foundation	Present
Sarah Moser	ZF	Present
Marcus Stecker	Mercedes-Benz	Present
Jeff Osier-Mixon	Red Hat	Present
Lars Rohm	Daimler Truck	Present
Bjorn Reistel	ETAS	Present

Attendance reflects names recorded in the meeting minutes. Where no reliable attendance list was recorded, this is indicated as "Not recorded."

Meeting Notes

- The Q1 Community Day had around 80 registrations and roughly 15 committed talks; members were encouraged to help advertise the event.
- For the Shifting Gears webinar series, members were invited to propose and host sessions, provided the focus remained on open source and Eclipse projects rather than sales pitches. Sarah also invited participation in ZF open-source activities and the monthly OSS Stammtisch.
- Thought-leadership brainstorming included making demos and integrations more visible, creating a joint demonstrator, gamification and potentially a shared booth at OCX or another event.
- ZF expressed interest in hosting the Eclipse Hackathon in 2026, with discussions ongoing. Website improvement in Q1 was expected to include HubSpot as a feedback channel.

Decisions / Conclusions

- No formal resolution was recorded, but the committee aligned on encouraging member-generated webinar proposals and increasing visibility of project demos and integrations.

Action Items

- Members to propose suitable Shifting Gears webinar topics.
- Continue discussion on ZF hosting the 2026 Eclipse Hackathon.
- Share a print version of the new SDV WG logo.
- Progress HubSpot integration as a website feedback channel.