

Martin Schleicher

Head of Software Strategy
Continental AG

Martin Schleicher has more than 25 years of experience in automotive software business.

Martin currently is “Head of Software Strategy” at Continental, aligning the company’s activities related to the Software-Defined Vehicle. Before that he held various positions in Elektrobit, an automotive software company, including responsibility for product, portfolio management and partnerships.

For more than 10 years Martin is actively contributing to industry consortia and initiatives such as SOAFEE, Navigation Data Standard (NDS) association and “Automotive Platform” of the ZVEI (Germany’s Electro and Digital Industry).

Martin is regularly speaking at conferences and a member of program advisory boards e.g., at the “Automotive SW Strategies Conference” and “electronica Automotive Conference”.



Martin looks forward to fostering a broad adoption of Eclipse SDV in the automotive industry, as well driving the activities within the SDV WG by leveraging his extensive global network among car manufacturers, suppliers and technology companies and his long-term industry expertise.