Apple makes a change to its AI team and plans Siri upgrades



Apple is making an executive change to try and improve its AI efforts and Siri. Kim Vorrath, who recently helped get the Vision Pro software out the door and has been at Apple for 36 years, has been brought over to Apple's artificial intelligence and machine learning division and will serve as a "top deputy" to AI boss John Giannandrea, *Bloomberg* reports.

By bringing on Vorrath, whose resume at Apple includes work on the original iPhone software group, over to the AI team, it appears Apple wants to bring more rigor to Apple's AI development. It also indicates that Apple may see AI as a bigger deal for its future than the Vision Pro.

Bloomberg also reports that "the artificial intelligence group is focused on revamping the underlying infrastructure of Siri and improving the company's in-house AI models" this year, per a memo from Giannandrea.

https://www.theverge.com/2025/1/24/24351391/apple-change-ai-team-siri-upgrades-kim-vorrath