

Ring Founder Jamie Siminoff Returns to Amazon as VP of Home Security Unit

Jamie Siminoff will once again oversee Ring as Amazon named him vice president of product for its home security business.

Siminoff, who founded Ring, returns to its parent company after a two-year hiatus. In this new role, his portfolio expands beyond Ring, as he will be in charge of Amazon's Blink smart home camera unit, Key in-garage delivery operations, and the Amazon Sidewalk low-bandwidth, long-range shared network.

Ring chief marketing officer Mary Sagripanti left the company last week to become vp and CMO at Verizon Value.

Bloomberg reported that Siminoff replaced Elizabeth Hamren, who initially replaced him when he left the company two years ago to start another startup.

Hamren will look for opportunities inside and outside Amazon due to this change.

Siminoff explained his two-year hiatus in an Amazon blog post, saying, "It was simply time for me to take a breath and explore the world beyond Ring. What I found only reaffirmed my belief in the opportunity we have here at Amazon to change the world."

He added, "When I think about the importance of the work we do, I'm inspired to keep inventing, so I'm excited to be back innovating alongside the Ring, Blink, Amazon Key, and Sidewalk teams."

Amazon acquired Ring from Siminoff in 2018 in a deal reported to have cost \$1 billion.

Since then, Ring's product lineup has increased beyond doorbell cameras to include home cameras, exterior smart lighting, home security systems, flying indoor security, and a dashboard camera.

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