# Ring’s founder is back at Amazon

Ring founder Jamie Siminoff returned to Amazon this week, coming back to the company just about two years after he left, *Bloomberg* reports. He’s now a vice president at the company, and he will be heading up the Ring, Blink, Amazon Key, and Sidewalk teams.

Siminoff is replacing Liz Hamren, who had taken over following Siminoff’s initial departure. Hamren and the team “have done an awesome job driving the business, delivering strong results, and bringing a lot of delightful experiences to neighbors,” Siminoff says in an Amazon Q&A. He adds that the “AI transformation happening right now” is a “once-in-a-generation opportunity.”

In the Q&A, Siminoff also says that he and Panos Panay, Amazon’s SVP of devices and services, have talked “a lot” about “experiences we can create with devices that are awesome on their own, but even better together. I think you’ll continue to see a lot of that from us moving forward – helping customers stay safe, connected, and informed as part of a magical connected experience.”

https://www.theverge.com/news/644013/amazon-ring-founder-jamie-siminoff-return