

The former Intel head, dismissed due to challenges, will lead AI development at the faith-oriented company Gloo.

The company develops AI tools for Christian communities — ranging from chatbots to virtual assistants based on Bible texts.

Now Gelsinger will be responsible for Gloo's products and engineering developments. Previously, he was already listed on the company's board of directors but in a non-operational role. For him, as an active Christian, participation in the project is more of a mission than a business.

Gloo positions itself as a technological partner for churches. Last year, the startup attracted \$110 million in investments to scale its AI services. Unlike classic assistants, their solutions focus on "safe search" and spiritual inquiries.