# Bumble Founder Whitney Wolfe Herd Envisions AI Dating Concierge for Future Matchmaking



At the Bloomberg Tech Summit, Whitney Wolfe Herd, the 34-year-old founder of Bumble, suggested the potential future use of an 'AI dating concierge' for online daters. Herd proposed that these concierges could manage hundreds of dates on behalf of their users, potentially leading to more effective matchmaking. Herd's vision includes AI tools that could assist users by understanding their insecurities and helping them prepare to meet suitable partners.

The concept is reminiscent of the 2023 film "Robots," starring Shailene Woodley and Jack Whitehall, where characters send robotic doubles on dates. Herd's idea is grounded in creating healthier and more equitable relationships, and she sees the AI dating concierge as a step towards achieving that goal.

Bumble has recently undergone significant changes, including the removal of its requirement that women initiate conversations on the app. This update includes a new feature allowing users to set questions for their matches to answer, promoting more authentic interactions.

Bumble's CEO, Lidiane Jones, emphasized the company's commitment to improving the dating experience for everyone by listening to community feedback. Herd reinforced this vision by indicating that Bumble aims to evolve into a broader human connection platform in the future.