



John Ternus

Chief Executive Officer (designate), Apple Inc.

April 2026

Role snapshot:

- CEO-designate of Apple Inc., effective September 1, 2026; will also join Apple's board of directors [1]
- Currently SVP of Hardware Engineering, a role held since January 2021; member of Apple's executive team [1] [3]
- Oversees hardware engineering for iPhone, iPad, Mac, Apple Watch, AirPods, and Vision Pro — Apple's entire physical product portfolio (\$416 billion fiscal year 2025 revenue) [1] [3]
- Based in Cupertino, CA. Born May 1975; at 51, mirrors Cook's age when he became CEO in 2011 [2] [3]
- Apple's eighth CEO. Succeeds Cook, who transitions to Executive Chairman; Arthur Levinson becomes Lead Independent Director [1] [3]

Career arc and pattern:

- Began career at Virtual Research Systems (1997–2001), designing VR headsets — his only employer outside Apple [4] [6]
- Joined Apple in 2001 on the product design team; first project was the Apple Cinema Display [4] [5]
- Promoted to VP of Hardware Engineering by 2013, overseeing AirPods, Mac, and iPad development [3] [4]
- Assumed iPhone hardware engineering responsibilities in 2020 when Dan Riccio shifted to lead Vision Pro [4]
- Elevated to SVP in January 2021; played a central role in the Mac's transition to Apple silicon [1] [3]
- Increasingly visible in 2024–2025: presented flagship products at WWDC, accompanied executives on international tours, introduced the iPhone Air [2] [3]

Governance, boards, and civic footprint:

- Will join Apple's board of directors concurrent with CEO appointment on September 1, 2026 [1]
- No external for-profit or nonprofit board memberships identified in public filings as of April 2026
- Delivered 2024 commencement address at the University of Pennsylvania School of Engineering [5] [8]
- Senior capstone at Penn: a mechanical feeding arm for individuals with quadriplegia, controlled by head movements — early signal of user-centered engineering focus [2] [8]

Education and formative credentials:

- BS in Mechanical Engineering, University of Pennsylvania School of Engineering and Applied Science, 1997 [2] [8]
- All-time letterwinner, Penn men's swimming team (1994 class) [2] [8]

Leadership style and strategic signature:

- Engineering-first leader: views product failures as systemic problems requiring better leadership, not individual blame — a departure from the operations-centric Cook era [9]
- Guided by craftsmanship principles inherited from Steve Jobs: "The care that you put into your work really matters" [5] [7]
- On confidence and humility: "Always assume you're as smart as anyone else in the room, but never assume that you know as much as they do" [5]
- Product-first approach to AI: "We're taking the technology and leveraging it into really meaningful experiences" — signaling deliberate integration over an arms race [7]
- Three immediate strategic priorities: (1) accelerating Apple Intelligence and delivering a rebuilt Siri, (2) hardware differentiation through new form factors including foldable devices, and (3) navigating supply chain complexity amid shifting US–China trade dynamics [3] [7] [10]

Advent relevance: As Apple's incoming CEO, Ternus will shape the strategic direction of the world's most valuable company — a critical counterparty, benchmarking reference, and ecosystem partner across Advent's technology and consumer portfolio. His hardware engineering background and product-first AI philosophy may create new partnership and co-investment dynamics in the Apple supply chain and services ecosystem. APN network query returned no existing warm-intro paths to John Ternus as of April 2026.

Sources

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