# Fiverr CEO warns freelancers and employees must master AI or face obsolescence



In the rapidly evolving landscape of the workforce, artificial intelligence (AI) has become a transformative force, reshaping the way companies operate and redefining job roles across various sectors. Micha Kaufman, the CEO of Fiverr, has been particularly vocal about the imminent shifts driven by AI, emphasising the urgency for both freelancers and employees within traditional corporations to master new technologies or risk obsolescence.

Kaufman’s perspective serves as a crucial reality check in an era where many workers remain anchored in outdated workflows. He asserts that the lingering attachment to conventional methods of operation may leave individuals vulnerable to being outpaced by emerging trends. This sentiment resonates increasingly in the tech sector, where companies are re-evaluating job requirements in light of AI capabilities. Klarna’s CEO candidly remarked on the potential for AI to outdo human roles, including his own. This sentiment is echoed at Shopify, where teams must now prove the necessity of human involvement in tasks. Meanwhile, Duolingo has been replacing its contract workforce with automation, while Salesforce has opted for a more empathetic approach by using AI tools to help its employees transition to new roles rather than letting them go.

Kaufman believes that those who will thrive in this new paradigm are the ones who take initiative—actively seeking ways to delegate repetitive tasks to technology. Rather than fearing job displacement, individuals who automate aspects of their work are positioning themselves to concentrate on complex, creative tasks that machines cannot replicate. This new dynamic values human judgment and creativity above rote proficiency; flexibility and willingness to adapt are as vital as technical skills.

Freelancers, in particular, appear to be embracing this shift, benefitting from their freedom to innovate without the constraints of rigid job descriptions. Many are proactively engaging with new technology and experimenting with emerging tools to create services that were previously unimagined. Fiverr recently discovered that demand for AI-related services surged phenomenally: requests for “AI agents” increased by over 18,000%, and interest in AI-driven video production rose significantly. Unconventional roles, such as “vibe coder” and “agent trainer,” are also emerging, reflecting the evolving landscape of work.

According to Fiverr's latest Business Trends Index, this wave of innovation is not merely anecdotal but backed by data indicating substantial growth in searches for AI-related skills—data that underscores the integration of AI into the freelance economy. Kaufman’s guidance to those navigating this shift is direct: master the tools available, construct with them, and experiment autonomously. In a time where mere familiarity with AI is the new baseline, the differentiating factor lies in how effectively one employs these technologies. Those treating AI as an optional skill risk being eclipsed by peers who have already adapted to work smarter.

For Kaufman, the integration of AI at Fiverr is not just a future consideration; it is a present reality. He has made it clear during internal communications that a candidate lacking AI experience may not advance in the hiring process. The subtext of his message is that roles across the company—and indeed across the industry—will continue to evolve as AI advances. “What was once considered 'easy tasks' will no longer exist,” he noted. “If you do not become an exceptional talent at what you do, you will face the need for a career change in a matter of months.”

The urgency of Kaufman’s message reverberates throughout the workforce, serving as a reminder that job security now hinges not just on competence but on one's ability to adapt to and leverage the transformative potential of AI. In this new age of work, the ability to navigate technological advancements creatively and effectively may very well dictate career trajectories in the years to come.

### Reference Map

1. Paragraphs 1-2, 4, 5, 6
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5. Paragraphs 3, 5, 6
6. Paragraphs 4-5
7. Paragraphs 3, 6

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.digitalinformationworld.com/2025/05/fiverr-pushes-for-ai-mastery-as-job.html> - Please view link - unable to able to access data
2. <https://www.forbes.com/sites/kolawolesamueladebayo/2025/03/07/fiverrs-new-suite-of-ai-tools-could-reshape-the-freelance-economy/> - This Forbes article discusses Fiverr's introduction of Fiverr Go, an AI platform designed to enhance freelancers' productivity without replacing them. CEO Micha Kaufman emphasizes that AI should amplify human creativity, not homogenize it. The platform offers tools like Personal AI Creation Models and Personal AI Assistants to help freelancers manage tasks and maintain control over their work. The article highlights the importance of creative rights and ownership in the AI era, noting that Fiverr's approach ensures creators retain control over their models and benefit directly from AI enhancements.
3. <https://www.itpro.com/business/careers-and-training/fiverr-ceo-ai-upskilling-staff-memo> - In this IT Pro article, Fiverr CEO Micha Kaufman warns employees about the potential impact of AI on jobs, urging them to upskill and adapt amidst the rise of the technology. He emphasizes that AI is coming for all roles, including his own, and advises staff to become proficient in AI tools and technologies to future-proof their careers. Kaufman suggests that employees should focus on making the organization more efficient using AI tools and technologies, rather than waiting for more hires.
4. <https://www.fiverr.com/news/spring-bti-2024> - Fiverr's Spring 2024 Business Trends Index reveals that businesses are increasingly seeking freelance experts to enhance performance and productivity. The report highlights a surge in demand for AI-related services, including AI content editing, prompt engineering, and AI video production. Retail businesses are also investing in their online presence, with significant increases in searches for e-commerce website developers and Amazon A+ content. Service industries are stepping up their digital strategies, with notable growth in searches for websites tailored to specific services like trucking and property management.
5. <https://www.ndtv.com/feature/ai-is-coming-for-your-jobs-and-mine-fiverr-ceos-blunt-warning-to-his-employees-8342931> - This NDTV article covers Fiverr CEO Micha Kaufman's internal memo warning employees about the rapid advancements in AI technology and its potential to reshape industries, including the gig economy. Kaufman urges staff to proactively future-proof their careers by acquiring new skills and embracing continuous learning to stay competitive. He emphasizes that AI could automate certain tasks traditionally performed by freelancers and employees alike but also create new opportunities for those who adapt.
6. <https://www.foxbusiness.com/technology/searches-ai-skills-gig-platform-surge-businesses-embrace-new-tech> - This Fox Business article reports on the surge in demand for AI-related skills on gig platforms like Fiverr, as businesses increasingly embrace new technologies. Fiverr's latest Business Trends Index found that global searches for AI content editing soared by 10,490% over the past six months, while inquiries for prompt engineering surged 7,345% and those related to AI video rose 3,746%. The article highlights that businesses are leveraging these AI tools to enhance productivity and gain a competitive edge.
7. <https://www.livemint.com/technology/tech-news/fiverr-ceo-warns-staff-ai-is-coming-for-your-jobs-including-mine-11746543614622.html> - This Mint article discusses Fiverr CEO Micha Kaufman's warning to staff about the impact of AI on jobs, urging them to upskill or risk becoming obsolete. Kaufman emphasizes that AI is coming for all roles, including his own, and advises employees to become proficient in AI tools and technologies to future-proof their careers. He suggests that employees should focus on making the organization more efficient using AI tools and technologies, rather than waiting for more hires.