# Fiverr CEO warns AI is reshaping jobs and urges urgent upskilling



Micha Kaufman, the CEO of Fiverr, has recently issued a sobering alert to his workforce regarding the transformative impact of artificial intelligence (AI) on the job landscape. In an internal memo shared with employees, Kaufman underscored the critical need for upskilling and adapting to remain competitive as AI continues to evolve and permeate various sectors.

Kaufman pointed out that AI is not merely a tool for efficiency but a disruptive force that has the potential to automate tasks traditionally carried out by human workers. He cautioned that this isn't just about job losses; rather, AI could drastically change the nature of work itself. While certain roles may become obsolete, Kaufman posits that new opportunities will inevitably arise for those willing to embrace change and develop new competencies. “AI is coming for everyone's jobs, including mine,” he stated, reflecting a sentiment that resonates across multiple industries facing similar challenges.

The CEO’s comments come at a time when many sectors are grappling with the rapid integration of AI technologies. This growing trend is reshaping the market demands for skills and capabilities, compelling individuals to rethink their career trajectories. Kaufman’s perspective is echoed by wider industry discussions, wherein experts argue that adaptability and lifelong learning are essential for maintaining relevance in an increasingly automated world.

In his address, Kaufman also provided strategies for navigating this evolving landscape, emphasising the importance of leveraging AI tools effectively. He suggested that employees should actively seek learning opportunities that align with technological advancements, thereby ensuring they are equipped to contribute meaningfully in an AI-enhanced environment. “Those who resist transformation will be left behind,” he warned during a recent panel discussion, highlighting the urgency of this message.

Furthermore, Kaufman’s views align with broader trends across the industry. Research indicates that as businesses adopt AI technologies, there is often a net gain in job creation, albeit in new roles that require different skill sets. Such a dynamic creates a dual challenge: workers must adapt to new technologies while also competing with AI itself. The notion that AI will replace jobs is complex; while some positions may be at risk, the technology also stands to redefine many job functions, creating demands for creativity, emotional intelligence, and strategic thinking that only humans can provide.

In a separate context, Kaufman previously expressed his views on the interplay between AI and copyright in creative industries. He affirmed his belief that while AI-generated content can be valuable, it lacks the unique human insights that are essential for originality. This stance underscores Fiverr’s commitment to upholding the human element in artistic expression, reinforcing the idea that, despite the rapid advancements in AI, human intuition and creativity remain irreplaceable assets.

As the landscape of work continues to shift under the influence of AI, Kaufman’s call to action for Fiverr employees serves as a crucial reminder for workers in all fields. Embracing these changes through proactive skill development can empower individuals to navigate the uncertainties of the job market, ensuring they remain not just participants, but innovators in an AI-driven future.

### Reference Map

1. Paragraph 1: 1, 3, 4, 5
2. Paragraph 2: 2, 4
3. Paragraph 3: 2, 7
4. Paragraph 4: 3, 6
5. Paragraph 5: 6, 3
6. Paragraph 6: 5, 4

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

## Bibliography

1. <https://www.cbsnews.com/video/fiverr-ceo-on-ai-coming-for-your-job-artificial-intelligence/> - Please view link - unable to able to access data
2. <https://www.cbsnews.com/video/fiverr-ceo-on-ai-coming-for-your-job-artificial-intelligence/> - In this CBS News segment, Fiverr CEO Micha Kaufman discusses the impact of artificial intelligence on employment. He emphasizes the need for workers to adapt and upskill to remain competitive in an AI-driven job market. Kaufman shares insights on how AI is reshaping various industries and offers advice on staying ahead of the curve.
3. <https://www.ndtv.com/feature/ai-is-coming-for-your-job-and-mine-fiverr-ceos-blunt-warning-to-his-employees-8342931> - Micha Kaufman, CEO of Fiverr, issued a stark warning to his employees about the transformative impact of artificial intelligence (AI) on the job market. In an internal memo, Kaufman emphasized the importance of upskilling and adaptability to remain relevant in an AI-driven future. He highlighted that AI could automate certain tasks traditionally performed by freelancers and employees alike, but also create new opportunities for those who adapt.
4. <https://www.livemint.com/technology/tech-news/fiverr-ceo-warns-staff-ai-is-coming-for-your-jobs-including-mine-11746543614622.html> - Fiverr CEO Micha Kaufman warned staff about the potential impact of AI on jobs, urging them to upskill and adapt amidst the rise of the technology. In an internal memo, Kaufman stated that AI is coming for everyone's jobs, including his own, and emphasized the need for employees to embrace AI tools and build new competencies to stay relevant in the evolving job market.
5. <https://www.itpro.com/business/careers-and-training/fiverr-ceo-ai-upskilling-staff-memo> - Fiverr CEO Micha Kaufman warned staff over the potential impact of AI on jobs, urging them to upskill and adapt amidst the rise of the technology. In an internal memo sent to some 700 staff and subsequently published on social media, Kaufman said employees should take steps to future-proof their careers in the long term. He emphasized that AI is coming for everyone's jobs, including his own, and encouraged staff to embrace AI tools and build new competencies.
6. <https://investors.fiverr.com/news-releases/news-release-details/fiverrs-ceo-stands-in-agreement-us-judge-ruling-ai-generated-work> - Fiverr CEO Micha Kaufman expressed support for a U.S. District Court ruling that AI-generated work without human involvement is unfit for copyright protection. Kaufman stated that while AI can be a powerful tool in the creative process, it's the human element that imbues work with originality. He emphasized Fiverr's commitment to human collaboration and the belief that AI cannot replicate the depth of human insight that fuels artistic expression.
7. <https://www.calcalistech.com/ctechnews/article/z1ee4d08o> - In a panel discussion during Google and Calcalist’s Startup Week, Fiverr CEO Micha Kaufman addressed the impact of artificial intelligence (AI) on the labor market. He noted that while some jobs have become redundant, AI will create more jobs than it eliminates. Kaufman emphasized the need for workers to adapt and upskill to remain relevant in an AI-driven future, stating that those who resist transformation will be left behind.