



# How AI is Changing the Workforce

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LinkedIn

# LinkedIn Economic Graph



69M  
COMPANIES



14M  
JOBS



41K  
SKILLS



22K  
COURSES



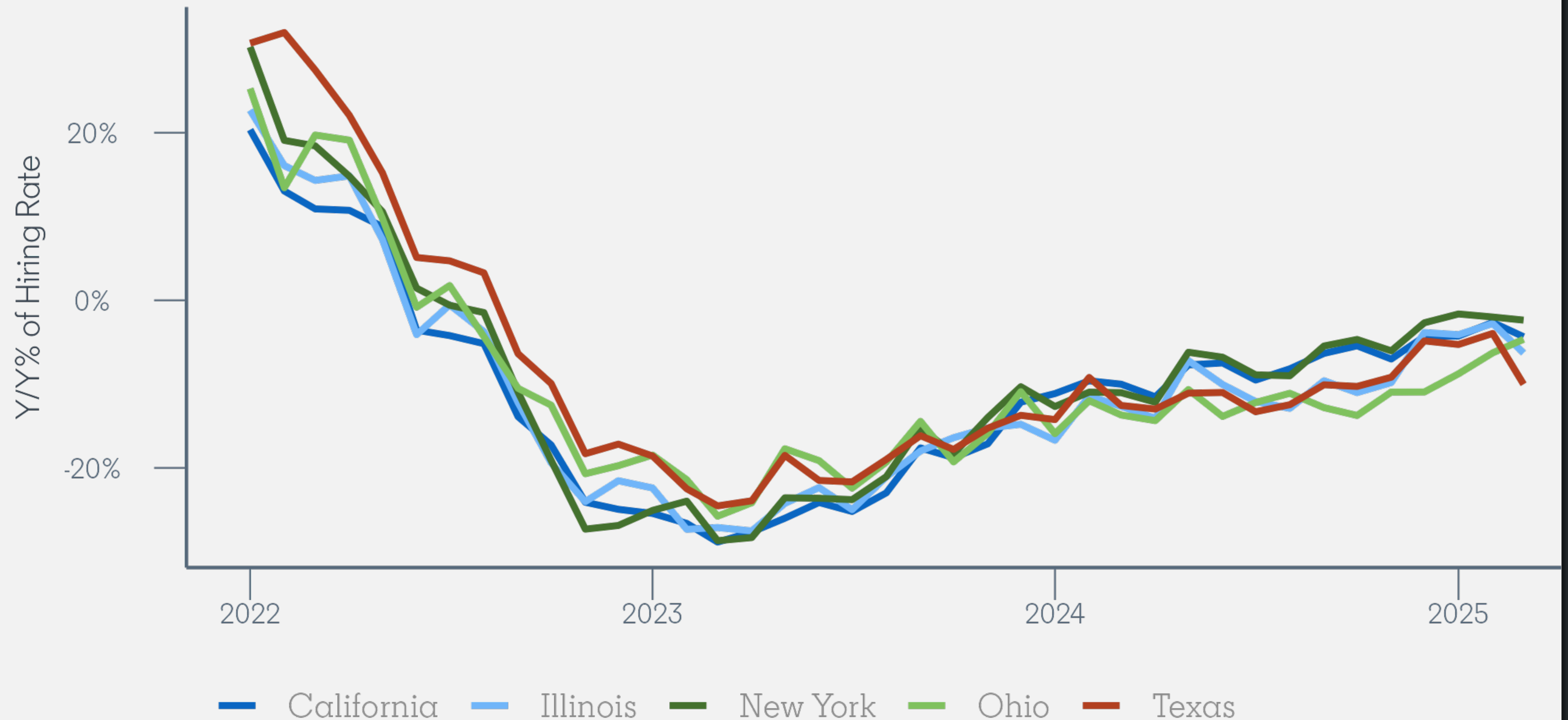
5M+  
UPDATES/MINUTE



1B  
MEMBERS

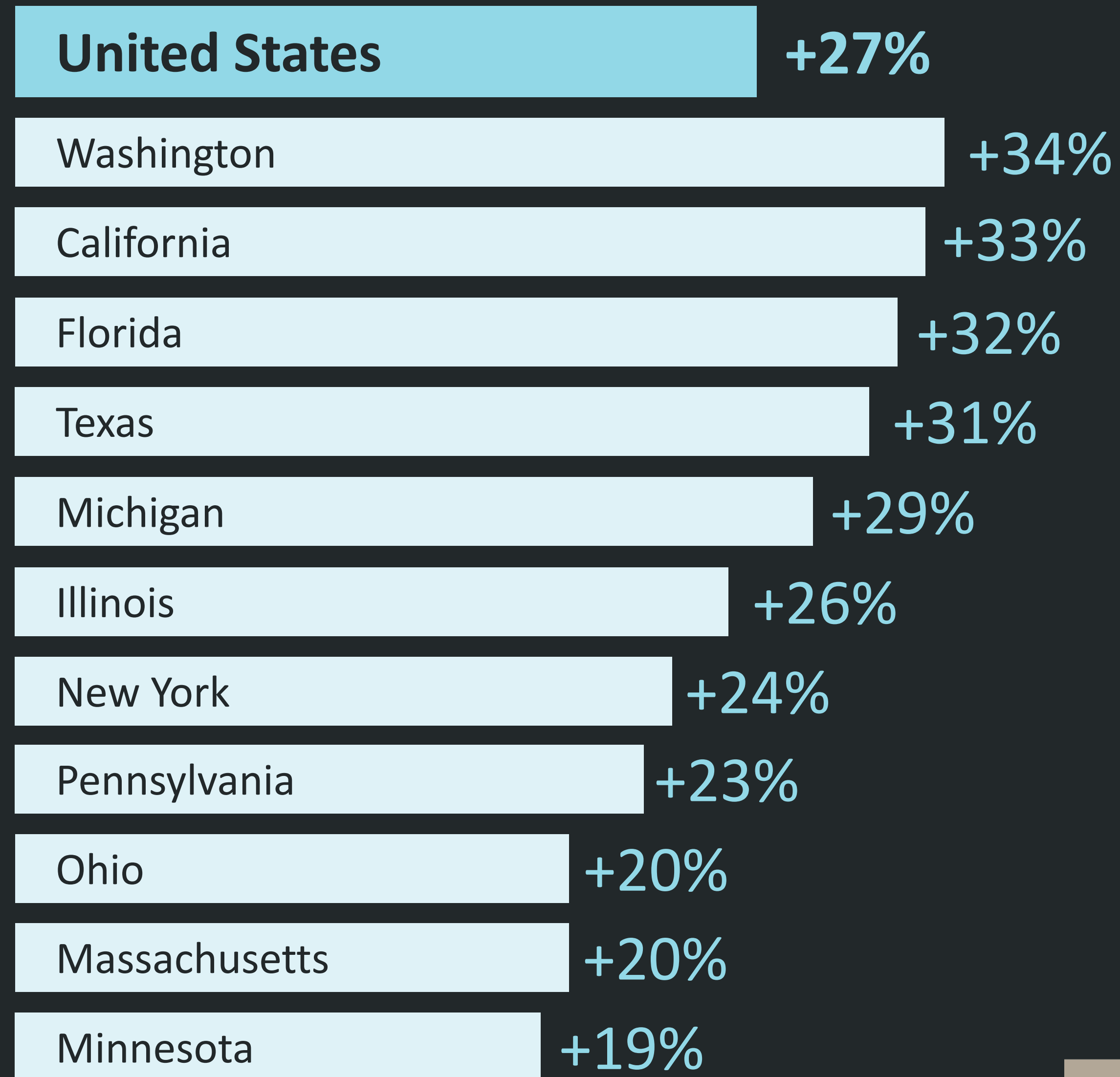


# Hiring has been **sluggish** in the US in recent years

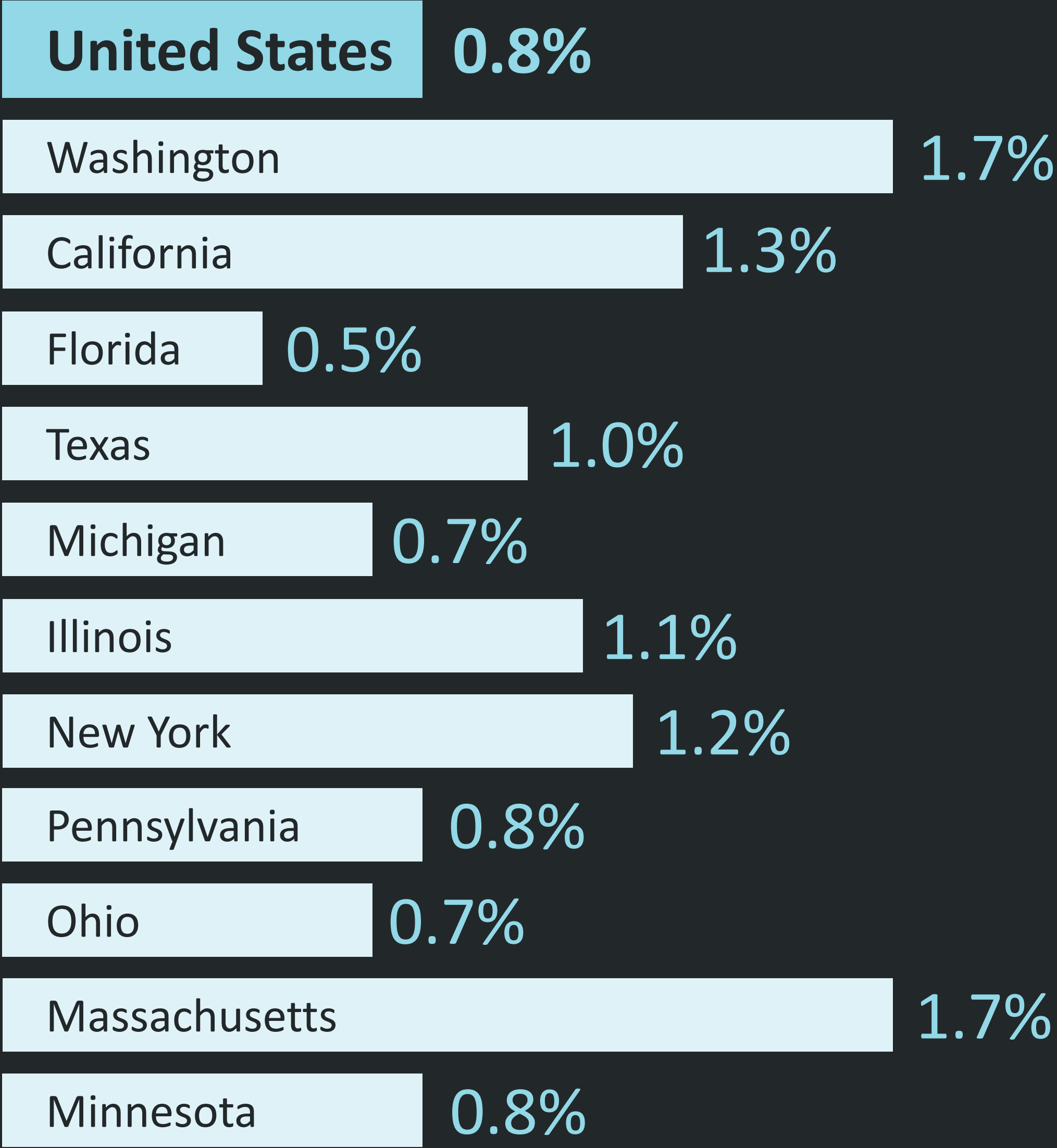


# But hiring for AI talent is **exceeding** overall hiring

Growth of AI  
engineering hiring  
relative to overall  
hiring since last  
year



# AI talent remains **niche** at around 1% of members



Proportion of AI  
engineering talent  
in 2025



AI makes up 3 out of the top 15  
fastest growing jobs in the US

1

Artificial Intelligence Engineer

2

Artificial Intelligence Consultant

12

Artificial Intelligence Researcher

The number of US companies  
with a “Head of AI” position has  
tripled in the past 5 years

3x

# AI startup headcount growth is **outpacing** Big Tech



**3.3 %**

AI Start-up AVG growth L3M



**20.6 %**

AI Start-up AVG growth L12M



**2.3 %**

Big Tech AVG growth L3M



**10.6 %**

Big Tech AVG growth L12M

**AI Engineering = niche**  
**AI Literacy = mainstream**



# AI Literacy is the top skill on the rise in the US

*Measured by skill acquisition, hiring success, and emerging demand in job postings*



## 1. AI Literacy

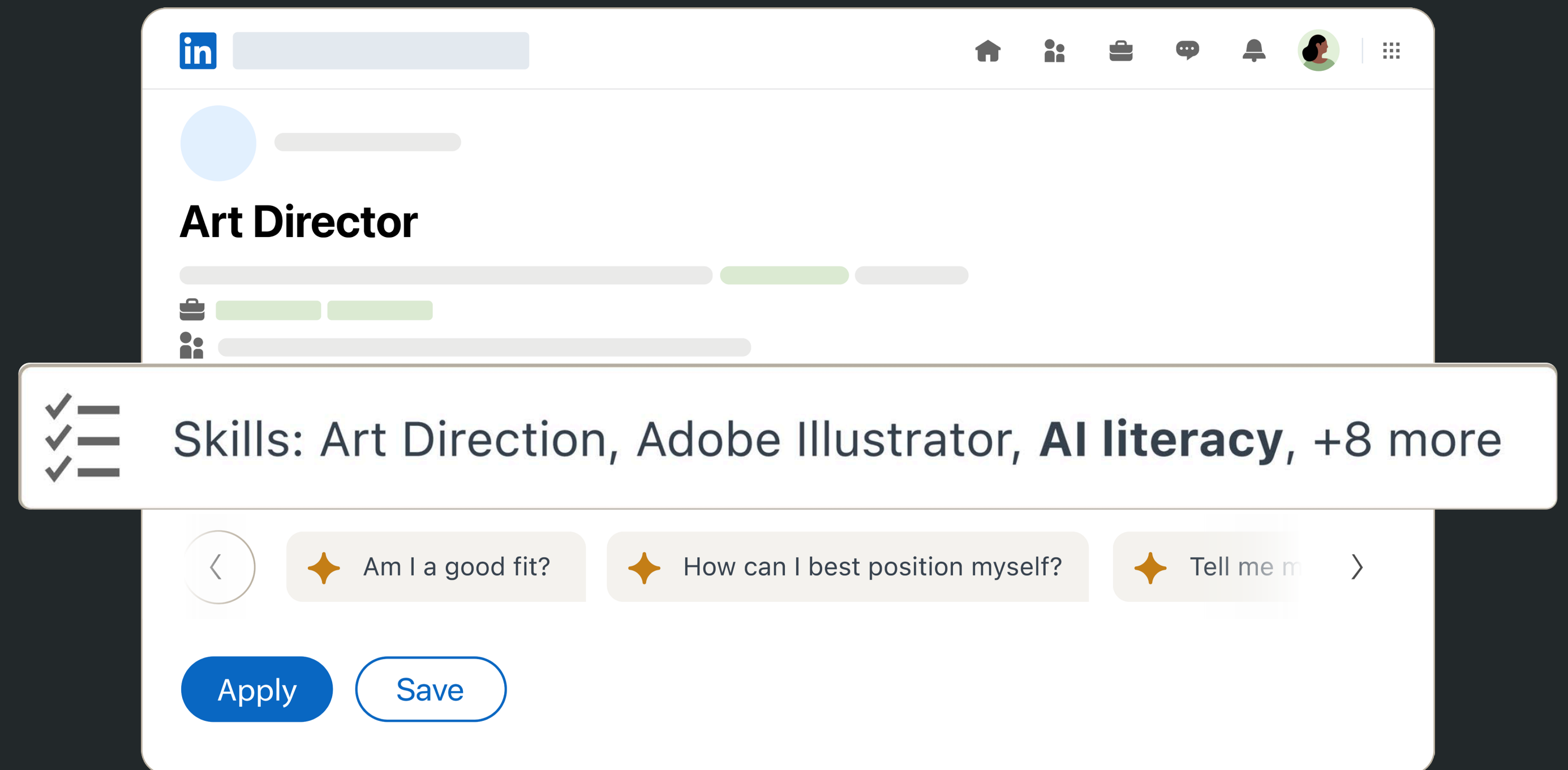
2. Conflict Mitigation

4. Process optimization

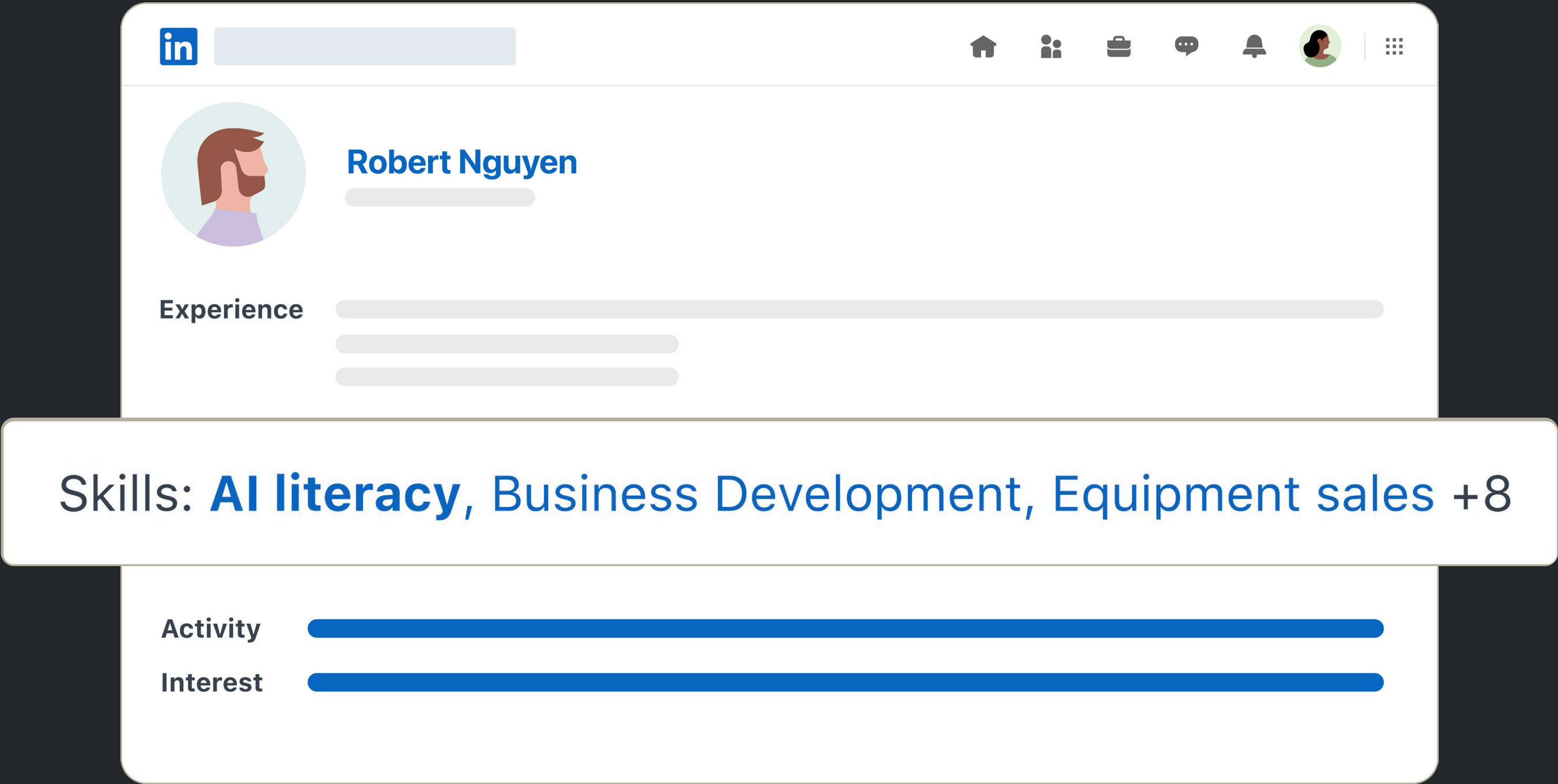
3. Adaptability

5. Innovative Thinking

6x increase in job  
postings demanding AI  
literacy skills



2.8x increase in  
LinkedIn members  
adding AI literacy skills



Myth:  
AI will do my  
job





# Which skills can Generative AI replicate?

**Business and industry:** Financial Reporting, Email Marketing, Data Analysis

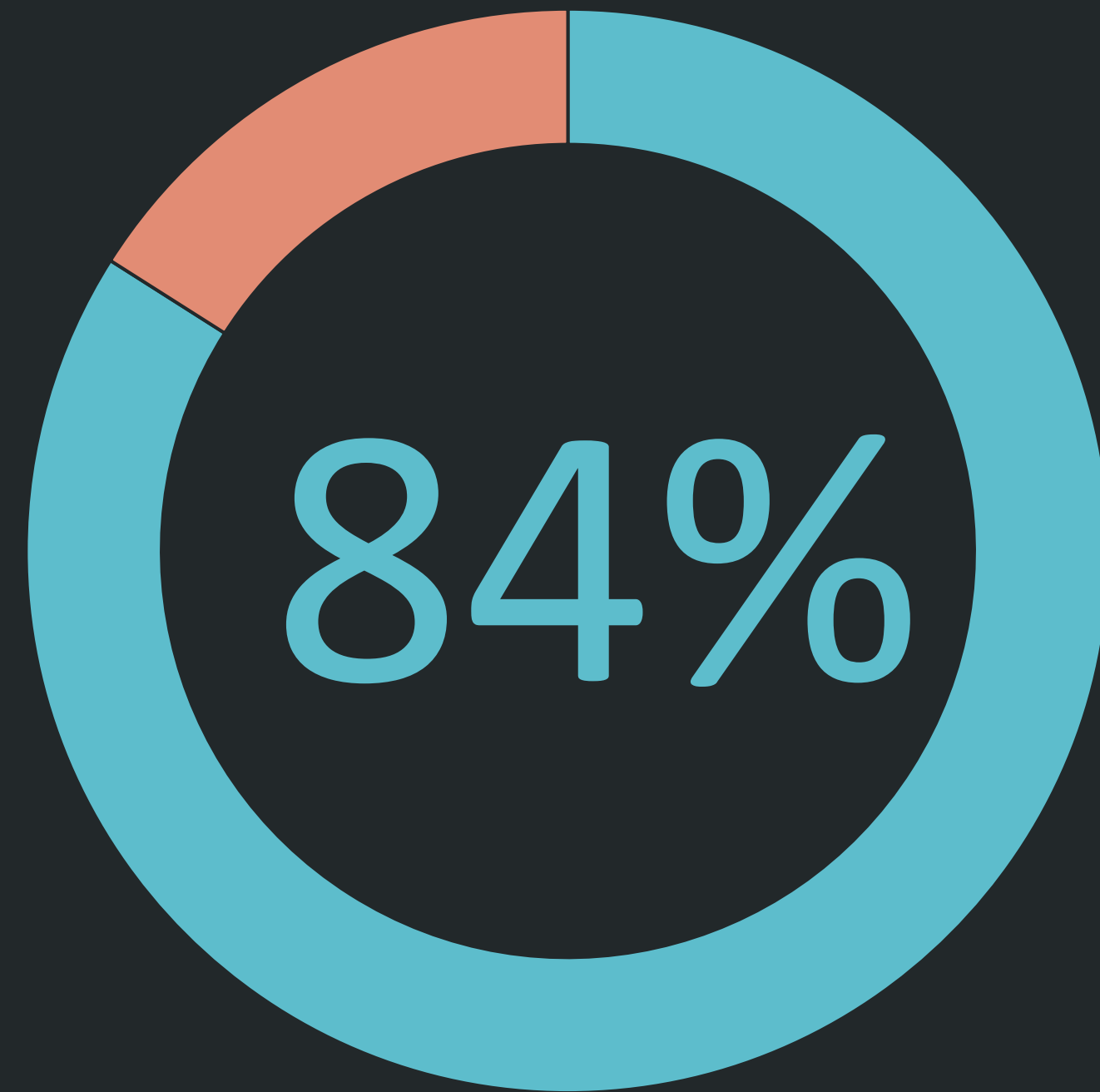
**Communication and media:** Writing, Editing, Documentation, Translation, Content Creation

**Engineering:** Software Development Tools, Programming Languages, Data Science

**People:** Time Management Tools

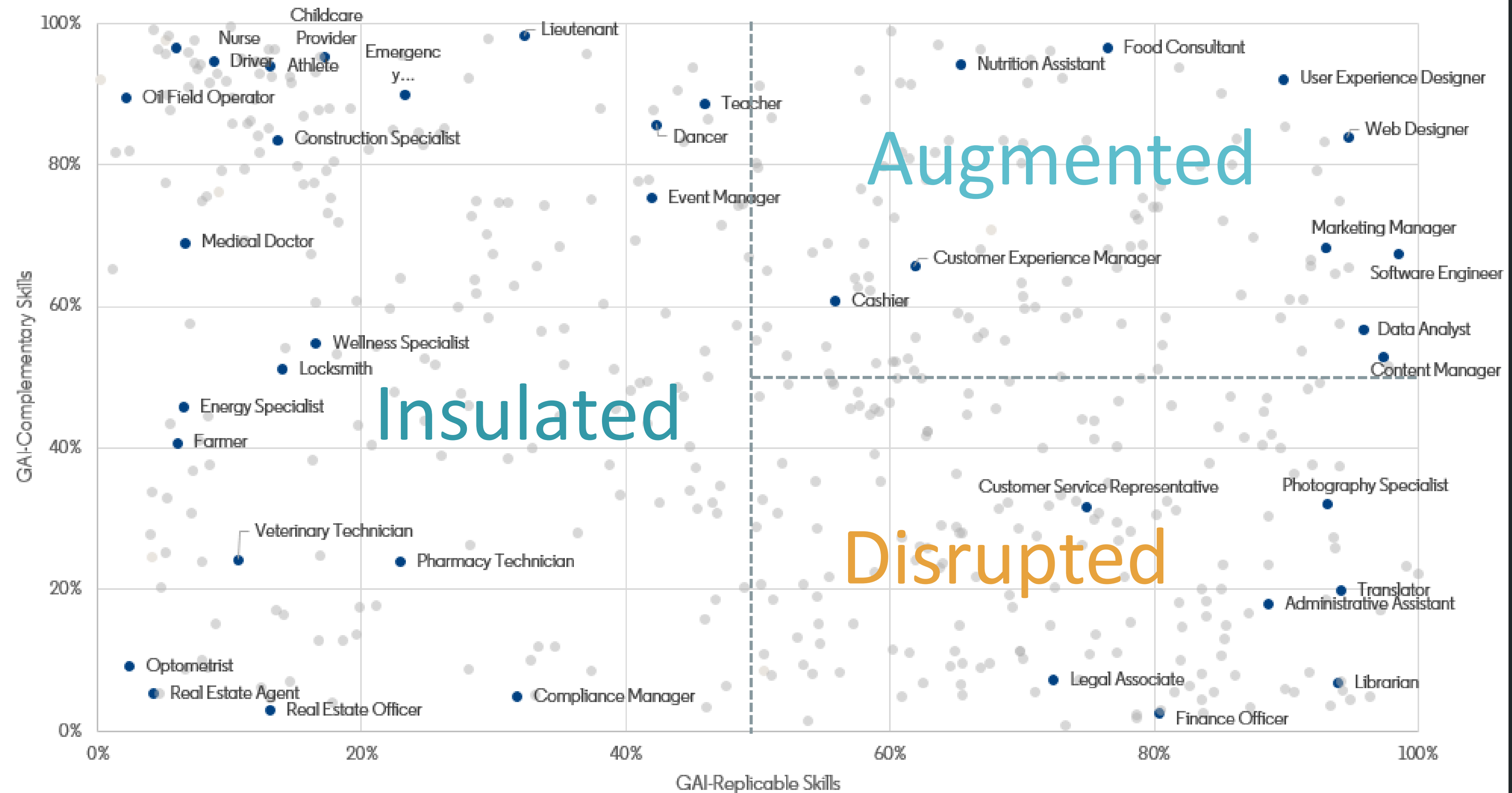


While **most** jobs have GAI-replicable skills, no job is **fully** replicable



of LinkedIn members are in occupations that could leverage GAI to automate at least a quarter of routine tasks and increase productivity

# Most jobs have skills GAI can perform



**We've already been  
adapting to change at work**



More than

10%

of professionals hired  
today **have job titles  
that didn't even exist  
in 2000.**

## Common job titles **that didn't exist in 2000:**

Full Stack Engineer

Digital Marketing Specialist

Social Media Manager

Content Creator

Data Scientist

Behavioural Health Technician

Customer Success Manager

Human Resources Business  
Partner



- 1 Governments and institutions can promote AI training to develop AI engineering and literacy skills
- 2 AI literacy and human skills are essential for adapting to skill change within jobs
- 3 New jobs and skills will be created as work continues to change

# Thank you

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