



Udemy Helps Learners Remain at the Forefront of Emerging Generative AI Skills with New Content

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Leading instructor Stephane Maarek launched a new course ahead of the AWS Certified AI Practitioner Exam to prepare professionals with cutting-edge Cloud and AI skills

SAN FRANCISCO--(BUSINESS WIRE)--Jul. 30, 2024-- [Udemy](#) (Nasdaq: UDMY), a leading online skills marketplace and learning platform, today announced the launch of a new course, "[Ultimate AWS Certified AI Practitioner AIF-C01](#)" created by celebrated Udemy instructor, [Stephane Maarek](#). As demand for generative artificial intelligence (GenAI) content continues to surge across the Udemy platform, this new course provides learners with the most up-to-date knowledge of GenAI, AI, and machine learning (ML) concepts to prepare for the new AWS Certified AI Practitioner exam, solidifying the speed-to-market advantage Udemy has through its marketplace model.

"I'm grateful that Udemy allows me to identify emerging trends within my subject areas, enabling me to create new courses ahead of the market for more than 2.6 million learners enrolled in my courses," said Maarek. "The advanced tools provided by Udemy also allow me to continuously update my courses as new information is available on AWS certification exams, ensuring that learners are always up-to-speed with what they need to successfully complete their certification exams and stay competitive in their careers."

GenAI continues to reshape the global skills landscape, with professionals dedicated to mastering new AI trends and showcasing their proficiency to employers. Udemy's [Q1 2024 Global Workplace Learning Index](#) reported a 21% increase in GenAI course consumption, reflecting the workplace's continued pursuit of innovative AI models.

- In the past year alone, GenAI courses on the Udemy platform attracted **more than four million enrollments, with eight new enrollments occurring every minute.**
- IT certification preparation courses have also seen incredibly strong demand with **11 million learner enrollments over the past 12 months, out of which 2.5 million are specifically for AWS certifications.**
- Since December 2022, ChatGPT-related courses on Udemy have garnered **more than 3.3 million learner enrollments.**

"We are seeing firsthand how GenAI and AWS skills are rapidly transforming industries through the huge demand for these competencies from professionals across various fields," said Scott Rogers, Senior Vice President of Instructor and Content Strategy at Udemy. "We provide timely, high-quality resources that empower individuals to learn about the latest technologies to help them acquire industry-leading certifications. By offering courses that keep pace with the latest advancements and certification requirements, we are helping to bridge the skills gap in this critical area."

Designed for professionals from a variety of backgrounds, Maarek's new course covers GenAI and broader AI/ML concepts. It teaches learners how to identify opportunities for AI applications and provides guidance on the responsible use of AI tools. The course is available to individuals on the Udemy marketplace as well as enterprise customers through Udemy Business. Maarek also designed [practice exams](#) for the AWS Certified AI Practitioner (AIF-C01) certification, which learners can [register](#) for starting August 13.

Maarek is a serial founder, former CEO of DataCumulus, solutions architect, consultant, and software developer specializing in Big Data, Cloud, and APIs. He is a recognized expert having secured nine AWS certifications, including AWS Certified Solutions Architect Professional and AWS Certified DevOps Professional. He also actively contributes to the Apache Kafka community.

To adopt key skills for becoming an AWS Certified AI Practitioner, visit www.udemy.com/course/aws-ai-practitioner-certified/.

About Udemy

[Udemy](#) (Nasdaq: UDMY) transforms lives through learning by ensuring everyone has access to the latest and most relevant skills. Through the Udemy *Intelligent Skills Platform* and a global community of diverse and knowledgeable instructors, millions of learners gain expertise in a wide range of technical and professional skills — from [generative AI](#) to [leadership](#). The Udemy marketplace provides learners with thousands of up-to-date courses in dozens of languages, offering a variety of solutions to achieve their goals. Udemy Business empowers enterprises to offer on-demand learning for all employees, immersive learning for tech teams through Udemy Business Pro, and cohort learning for leaders through Udemy Business Leadership Academy. Udemy Business customers include Fender®, Glassdoor, On24, The World Bank and Volkswagen. Udemy is headquartered in San Francisco with hubs in Austin and Denver, USA; Ankara and Istanbul, Türkiye; Dublin, Ireland; Melbourne, Australia; and Chennai, Gurugram and Mumbai, India.

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