

AI Created 1 Million US Jobs: What It Means for Swiss SMEs

MANAGEMENT SUMMARY & CORE TAKEAWAY

An Economist analysis finds AI has already created roughly 1 million new jobs in the US - far more than the roughly 200,000 AI-related layoffs. The driver is the build-out of AI infrastructure. For Swiss SMEs, the real bottleneck isn't technology - it's skilled labour.

CONTEXT & EXECUTIVE RELEVANCE

The debate about AI and jobs is usually framed around the wrong question: does AI destroy jobs? A September 2026 analysis by The Economist gives a surprisingly clear answer for the US labour market: AI has already created around 1 million new jobs there, against only about 200,000 AI-related layoffs over the same period. The net effect is clearly positive - just not where most people expected it: not in software development, but in skilled trades and infrastructure.

These figures contradict the common assumption that AI leads to broad-based job losses. What is true: individual roles are changing radically or disappearing. What is false is the idea that this automatically produces a net loss of employment. The reason lies in a second, often overlooked effect of the AI revolution: the physical build-out of the infrastructure that makes it possible in the first place.

CORE ACTION ITEMS

- 01 Electricians and electrical planners for data centre power and wiring
- 02 Construction workers and site supervisors for the physical build-out
- 03 HVAC specialists for cooling and climate systems
- 04 Data centre technicians for operations and maintenance

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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