



Udemy Launches Innovation Studio to Redefine the Future of Skilling & Learning

May 7, 2025

New Studio sparks a wave of experiments in modality, personalization, and skill building for the AI era

SAN FRANCISCO--(BUSINESS WIRE)--May 7, 2025-- [Udemy](#) (Nasdaq: UDMY), a leading AI-powered reskilling platform, today announced the launch of the [Udemy Innovation Studio](#), a major milestone in the company's evolution from an online marketplace to a skills-first platform built for the age of AI.

The Innovation Studio was created to fast-track the development and deployment of new AI capabilities across Udemy's two-sided platform, connecting millions of learners with a global community of expert content creators. It enables Udemy to rapidly prototype, test, and scale personalized, immersive, and outcome-oriented skilling experiences for both individuals and organizations. Its first release, **AI for Business Leaders**, is a next-generation reskilling program designed to help executives understand and apply AI in real-world business contexts. Looking ahead, the Studio is also developing **AI-powered roleplay simulations** and a **VR public speaking tool**, features that will bring scenario-based practice and immersive communication training to the platform.

"The Udemy Innovation Studio is where bold ideas to redefine the future of skilling and work come to life," said Hugo Sarrazin, President and CEO of Udemy. "AI is transforming what people need to know and how they apply that knowledge in every industry. The Studio is a core part of our evolution from a course marketplace to a trusted, AI-powered reskilling platform. It enables us to move faster, personalize more deeply, and scale more intelligently so we can better support the individuals and organizations who depend on Udemy to grow. Our learners and creators are essential partners in this journey: they help shape the platform, test new ideas, and drive the kind of skill development that leads to real outcomes, for careers, for businesses, and for the broader economy."

First Release: "AI for Business Leaders" Reskilling Program

As the Innovation Studio's first official release, **AI for Business Leaders** sets the tone for what's to come. This next-generation reskilling program is designed for non-technical executives seeking to lead effectively in an AI-powered workplace.

The course is led by Helen Lee Kupp, founder of *Women Defining AI* and co-founder of *Future Forum*, who brings deep expertise in organizational transformation and the future of work. It features a modular structure, real-time content updates, and AI-assisted learning journeys that adjust based on a learner's role, background, and goals.

The result is a more adaptive and relevant skilling experience that evolves with the pace of innovation.

Guiding Principles: Personalized, Multi-Modal, AI-Native Skilling

At the heart of the Innovation Studio is a core belief: skilling should meet people where they are and evolve with where they're going. To bring this vision to life, the Studio is focused on two core areas of experimentation:

- **Multi-Modal Learning Experiences:** Moving beyond traditional video-based instruction, Udemy is experimenting with new content modalities such as real-time simulations, interactive assessments, modular pathways, and AI-guided practice environments.
- **Personalized AI Pathways:** Using the power of AI large language models (LLMs), recommendation engines, and intelligent feedback loops supported by the vast network of instructors, Udemy is evolving personalized learning, focusing on adaptive journeys tailored to each learner's goals, proficiency, and progress.

Immersive, AI-Driven Features Are Already Underway

Beyond course content, the Innovation Studio is pioneering a wave of interactive, simulation-based tools designed to bring skill building closer to real-world practice. These include:

- **AI-powered roleplay simulations** that help learners rehearse high-stakes conversations, such as job interviews, team feedback, and conflict resolution, within safe, realistic environments.
- A **VR public speaking simulator** that immerses users in lifelike presentation settings, from boardrooms to auditoriums, to sharpen communication under pressure.

These innovations reflect a meaningful shift from passive content consumption to active, experiential skilling, bringing learners closer to the real-world scenarios where their skills will matter most.

More Innovation on the Horizon

The launch of AI for Business Leaders is just the beginning. Over the coming months, Udemy will introduce additional Innovation Studio pilots, new platform features, and AI-powered pathways to expand access to in-demand capabilities. Each release will be informed by direct learner and creator feedback, allowing Udemy to iterate quickly and stay closely aligned with market needs.

The Innovation Studio is not a standalone initiative; it is now embedded into Udemy's product and platform strategy. As a core operating function, it ensures that innovation is continuous, agile, and built into every aspect of how Udemy supports professional skilling at scale.

To explore the new *AI for Business Leaders* course and learn more about Udemy's innovation-driven future, visit [udemy.com/innovate](https://www.udemy.com/innovate).

About Udemy

[Udemy](https://www.udemy.com) (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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250507018382/en/): <https://www.businesswire.com/news/home/20250507018382/en/>

Media Contact

Risha Tyagi
Senior Global Corporate Communications Manager
press@udemy.com

Investor Contact

Dennis Walsh
Vice President, Investor Relations
dennis.walsh@udemy.com

Source: Udemy