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Amazon Just Fired 30,000 People After \$60B in Profits. Here's What They're Not Telling You.

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BREAKING

Amazon to Lay Off Tens of Thousands of Corporate Workers

The cuts amount to roughly 10% of the online giant's white-collar workforce.

Amazon is laying off 30,000 workers.

After recording \$60 billion in profits.

These aren't numbers on a spreadsheet. These are real people. Marketers, operators, engineers. Entire ladders of people from VPs to new grads.

10% of its white-collar staff. Suddenly erased.

This is happening while Amazon celebrates record profits and continues dominating e-commerce.

The contrast is cruel.

How It Actually Happens

The invites arrive with a sterile calendar invite.

Then HR reads a script. Access gone. Laptop wiped.

Years of sweat, loyalty, late nights vanishing in a click.

People want to blame AI. But let's be honest.

This isn't artificial intelligence. This is artificial empathy.

It's the P&L. It's the spreadsheet. It's capital choosing compute over people.

The Real Reason (That Nobody's Saying)

People assume Amazon is cutting because they're winning at AI.

Wrong.

Amazon is NOT winning AI enough. They're getting handily beat by Google and OpenAI.

And that's the problem.

They're cutting people to free up capital for GPU purchases. To fund catch-up investments in AI infrastructure. To compete in a race they're losing.

Every dollar spent on your salary is a dollar not spent on H100s.

That's the calculation. That's the reality.

And this gets to a hard truth that nobody wants to admit.

Companies Will Never Love You Back

Companies will never love you the way you love them.

You give years of your life. Nights and weekends. Loyalty through tough times.

And when the spreadsheet says cut 10%, you're gone.

No matter how good you were. No matter how hard you worked.

What matters is your craft. Your relevance. Your ability to stand tall even when the ground shifts.

Not your company loyalty. Not your tenure. Your skills and your leverage.

I break down how to build that leverage in my newsletter. [Join 195k+ PMs here.](#)

My Heart Aches for Everyone Affected

The grief is real. The humiliation is real.

Being treated like “a resource” that can be optimized away. Being told you’re expendable after giving everything.

This hurts. And it’s okay to feel that.

But here’s what else is true.

This is a chance to rebuild. To take control. To build leverage that no company can take away.

Route 1: Own Your Brand

If you’re going to work for companies, make yourself unfireable.

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Build a personal brand so strong that when one company cuts you, ten others want to hire you.

Build your LinkedIn presence — Make it impossible to ignore. Post consistently. Share your expertise. Build an audience.

Create a personal brand — Position yourself as an expert. Write. Teach. Share what you know.

The PMs who get laid off and land better jobs within weeks? They have brands. They have networks. They have leverage.

The ones who struggle for months? They relied on their company for identity.

Route 2: Go Startup

Or stop working for companies entirely.

Build your own thing. Create your own leverage. Stop trading time for money on someone else's terms.

Learn vibe coding — Build products yourself. No technical co-founder needed.

Build to production — Take ideas from prototype to real business.

Grow your startup — Scale without a team. Use AI to do the work of 10 people.

This isn't fantasy anymore. Solo founders are building \$1M+ businesses. Maor Shlomo sold for \$80M. Others are following.

The barrier to building has collapsed. The only question is whether you'll do it.

The Uncomfortable Reality

This isn't the last wave of layoffs.

As AI gets better, companies will cut more. As GPU costs rise, headcount will shrink. As automation improves, roles will disappear.

This is the new normal.

You can be angry about it. You should be. It's brutal and unfair.

But anger without action doesn't pay bills.

The PMs who survive this era will be those who build skills companies desperately need.

AI product management. Vibe coding. Building with AI tools. Understanding how to deploy AI systems.

These skills make you valuable when everyone else is expendable.

Want to build those skills? [Join 195k+ PMs reading my newsletter](#). I break down exactly what's working and how to learn it.

The Next Time This Happens

Because it will happen again.

The next time a company pulls the rug, you want to be able to stand up, dust off, and say with a straight face: “Their loss.”

Not because you’re arrogant. Because you have options.

You have skills that other companies want. Or you have your own business that doesn’t depend on any employer.

That’s the truest justice left.

Not revenge. Not bitterness. Options.

The ability to walk away from companies that don’t value you and toward opportunities that do.

For Everyone Affected Today

If you’re one of the 30,000, I’m sorry.

This shouldn’t happen. It’s not fair. It’s not right.

Take time to grieve. Take time to process. Take care of yourself and your family.

And when you’re ready, rebuild.

Not for Amazon. For yourself.

Build skills that make you indispensable. Build a brand that opens doors. Build leverage that no company can take away.

The best revenge is building something they'll regret losing.

And you will.

• • •

Are you building leverage right now? Drop a comment with what you're focusing on. I'd love to hear from you.

Amazon

AI

Product Management

Layoffs



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Helping PMs, product leaders, and product aspirants succeed



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What are your thoughts?



Yogesh K

1 day ago



This brings so much motivation and energy. Thanks

Learning is continuous.



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1 reply

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