

# TrueNorth

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Charli Frankenfeld	Senior	Professional Sales, Marketing, & Management
Joseph Rezac	Sophomore	Accounting
Oakley Simons	Sophomore	Professional Sales, Marketing, & Management
Dalia Weber	Senior	Professional Sales, Management

**Advisor(s):** Chris Haller, MBA & Sarah Drewry, MBA

**Topic:** When Amazon Automates: Who Pays the Price?

**Audience:** Amazon Board of Directors

## Sustainable Development Goal

SDG #8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.

## Executive Summary

Amazon's 2026 expansion of artificial intelligence displaced over 16,000 employees, which raises ethical concerns around workforce treatment, transparency, and responsible innovation, and creates long term operational and community risks.

Key stakeholders include displaced employees, remaining workers, state regulators, local communities, and Amazon leadership. Displaced workers face immediate economic instability and potential long-term employability constraints. Communities experience increased pressure on water resources, energy grids, and public systems. State regulators assume expanded oversight responsibilities related to labor practices and environmental impact, and Amazon faces reputational and regulatory vulnerabilities that threaten long-term operational stability.

Despite these challenges, Amazon can lead in ethical AI adoption by investing in responsible workforce transition programs and aligning infrastructure development with community and regulatory expectations.

TrueNorth Consulting recommends a three-pillar strategy of Ethical Workforce Transition, through reskilling, redeployment, and transparent communication; Community-Aligned Infrastructure Planning, to reduce water and energy strain and strengthen compliance; and Governance and Operational Integrity, to ensure responsible AI integration and long-term resilience. Our solution is beneficial because it proactively addresses stakeholder concerns, mitigates regulatory and reputational risk, and strengthens Amazon's long-term operational resilience while supporting sustainable growth.