

Kristian Georgiev

Biography

Kristian Georgiev is a strategy and operations leader with more than a decade of experience in enterprise transformation. He excels where strategy meets execution. He aligns stakeholders, brings structure to ambiguous challenges, and builds the operational foundations that let organizations deliver their best work at scale.

Kristian spent over a decade at AAA – The Auto Club Group, where he led strategy across learning and development, operations, marketing and business intelligence for a 9,000-employee organization spanning 14 states. He launched the company's first asynchronous digital learning program focused on culture enhancement and co-launched one of AAA's first employee resource groups. He also drove cross-functional initiatives in cost recovery, organizational restructuring and technology innovation and adoption, and was selected to advise executive leaders.

Kristian believes people are the engine of transformation. Change only lasts when the culture and leadership behind it are built to support it. This principle drives his focus on developing leaders, engaging people across roles and generations, and turning culture into a competitive advantage.

Kristian holds an MBA from the University of Michigan's Ross School of Business, with concentrations in corporate strategy, financial management, and mergers and acquisitions, and a bachelor's degree in marketing from the University of Michigan–Dearborn. He has deep roots in Detroit and now lives in Los Angeles with his family.