

TEAM ANNOUNCEMENT

Welcoming Kristian Georgiev

Director of Business Strategy
and Operations



The Unity Collaborative welcomes Kristian Georgiev as its new Director of Business Strategy and Operations. In this role, Kristian will help advance the organization's mission by strengthening operational excellence, driving strategic initiatives, and supporting sustainable growth as The Unity Collaborative continues to expand its impact.

Kristian brings more than a decade of experience in enterprise transformation, strategy, and operations. Recognized for his ability to bridge strategy and execution, he has built a career aligning stakeholders, navigating complex challenges, and creating the operational structures that enable organizations to perform at their highest potential.

Prior to joining The Unity Collaborative, Kristian spent more than ten years with AAA – The Auto Club Group, where he led strategy initiatives spanning learning and development, operations, marketing, and business intelligence for a 9,000-employee organization operating across 14 states. During his tenure, 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 led cross-functional efforts involving organizational restructuring, cost recovery, technology innovation, and executive-level strategic planning.

Throughout his career, Kristian has believed that people are the engine of transformation. Lasting change depends on a culture and leadership built to support it. This principle has driven his focus on developing leaders, engaging people across roles and generations, and turning culture into a competitive advantage.

“Kristian’s unique blend of strategic thinking, operational expertise, and people-centered leadership makes him an exceptional addition to our team,” said Darlene King-Turner, President and Chief Executive Officer of The Unity Collaborative. “His experience leading complex initiatives and building high-performing cultures will be instrumental as we continue to grow and deepen our impact.”

Kristian holds a Master of Business Administration from the University of Michigan Ross School of Business, with concentrations in corporate strategy, financial management, and mergers and acquisitions. He also earned a bachelor’s degree in marketing from the University of Michigan–Dearborn.

Originally from the Detroit area, Kristian now resides in Los Angeles with his family.