



RAYMOND LOUIS KUNIK, JR.

CHIEF DIGITAL OFFICER

Differentiated Hybrid Leader with extensive expertise in digital technology transformation and commercial growth strategies.

CAREER HIGHLIGHTS

- CDO Resideo Technologies
 - \$100M Budget
 - \$1B Touchless Revenue Responsibility
- Global Vice President of Digital Hertz Rental Company
 - \$3.5B Online Direct Revenue Responsibility
 - \$150M Digital Transformation
 - \$250M Total Budget
- Led 4 global Fortune 500 digital transformations and global eCommerce Platforms including Alibaba in China (DTC, B2C, B2B).
- Led development and digital strategy of new online commercial retail bank, Ally Financial.
- Served as the White House Advance Intern.

INDUSTRY EXPERIENCE

- Financial Services
- Information Technology
- Manufacturing
- Automotive
- Travel

ADVISORY BOARDS

- RediMinds
- Intel Ignite
- Conversational AI Leadership Council

CERTIFICATIONS

- PMP
- ITIL
- DBS
- Six Sigma

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Raymond Kunik is a charismatic, personable, innovative, and hands-on executive with a proven track record of success in digital transformation across various industries. Raymond has spearheaded global digital transformation programs for Fortune 500 companies, including Hertz, Ford, General Motors, Ally Financial, Danaher, and Resideo/Honeywell, showcasing profound expertise in leading industry-changing initiatives. His leadership style emphasizes collaboration and team outcomes, fostering a culture of success that drives organizations toward sustainable growth and profitability. By focusing on team outcomes and collaboration, he creates environments of success that propel organizations toward sustainability and a competitive edge.

An expert in developing global digital transformation strategies, Raymond specializes in creating differentiated customer experiences that drive profitable growth and sustainable competitive advantages. His unique hybrid background and deep expertise in Digital Technology Transformation, Innovation, and DTC/B2C/B2B Commercial Omnichannel Marketing Strategies set him apart as a top-tier transformational leader.

As Chief Digital Officer of Resideo Technologies, Raymond led the successful transition and digital transformation of the Resideo IPO spin-off from Honeywell into an industry-leading, customer-first, globally connected home products, and software-as-a-service company. He pioneered and supported strategic transitions to drive connected services with new SaaS-based go-to-market energy service initiatives. He contributed to driving \$1B in organic and acquisition incremental growth during his tenure.

At Hertz Global Holding and The Hertz Corporation, Raymond led global digital business and revenue performance, focusing on driving end-to-end digital business, technology, and revenue performance. He executed and led the Global Digital Transformation Strategy, including board approval for a \$150M three-year business investment plan.

Raymond also led digital transformations for General Motors Motor Financing Division (GMAC), Ally Financial, and Danaher. With Ally Financial, he led and facilitated their transition from a legacy indirect insurance and mortgage company to a leading digital-first direct online retail, commercial bank, ally.com. While at Danaher, he led global digital transformation for three Danaher operating companies, including launching a direct eCommerce presence on Alibaba in Greater China and Europe.

Raymond holds a Master of Science in Administration and Information Technology Management from Central Michigan University and a Bachelor of Arts in Public Affairs and Public Policy Analysis and Economics from Wayne State University. He is an avid conversationalist, commercial beekeeper, fly-fisherman, and auto enthusiast.

Collaboration, Innovation, and Winning as One Team are the ethos that drives Raymond's professional approach. Contact Raymond at 313-510-2899 or rkunik94@gmail.com, or connect with him on LinkedIn at www.linkedin.com/in/raykunikprofessionalprofile.