

# Zach Jensen

Chief Operating Officer, WashWorld

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Zach Jensen believes most leadership failures happen before the first decision is ever made.

A strategic leader and systems thinker at Washworld, a fast-growing, privately held vehicle wash manufacturing company, Zach focuses on helping the team navigate complexity, scale, and change by clarifying problems early and building decision-making systems that hold up when it matters most. With experience spanning startups, business growth, and hands-on operational leadership, he is known for cutting through noise, challenging assumptions upstream, and strengthening problem-solving capability and systems so success is repeatable—not a one-off or dependent on any single person. His current work focuses on scaling the company's growth by building the next phase of leaders and systems. His leadership philosophy centers on accountability, trust, and building clarity before pressure forces reactive decisions.