

CAR WASH DOCTOR ANNOUNCES NEW PARTNERS



Lars Hecht
Owner / Consultant
Car Wash Consulting
Copenhagen, Denmark

shopworks

bigdot
LIGHTING

In response to growing demand for services, Car Wash Consulting announces the addition of new partners to better serve our customers. In addition to two the Car Wash veterans below joining the team, Car Wash Consulting

has partnered with **Shopworks**, a UK-based strategic consultancy with a proven track record of optimising retail solutions and driving retail sales growth in the convenience and mobility sectors.

Interested in the latest in Car Wash lighting concepts? Car Wash Consulting is partnering with global supplier **BigDot Lighting**. BigDot provides custom-designed, smart and affordable lighting solutions for car washes, forecourts, and more. With these new partnerships, Lars Hecht, The Car Wash Doctor, now offers a full suite of Car Wash services scaled to increase profitability for any size organization.



Kashif Sattar
Senior Associate Partner, Project Management Officer
Car Wash Consulting
Oslo, Norway
Kashif@carwashdoctor.dk

Kashif Sattar has joined Car Wash Consulting (the Car Wash Doctor) as an Associate Partner and Project Management Officer. With nearly 25 years of professional experience in business strategy, product and project management, pricing, process improvement, and subscription/loyalty programs, Sattar brings a wealth of expertise to the Car Wash Doctor team. His data-driven approach to the convenience, retail, and car wash industries will help Car Wash Consulting customers transform data into actionable plans for significant growth.

Regarding the new partnership, Sattar states, "I aim to utilize my expertise in subscription services, customer journey optimization, and driving customer growth to benefit Car Wash Doctor customers across Europe, North America, and the Middle East. My focus is on customer acquisition, retention, and maximizing long-term value by enhancing overall customer experiences. I am passionate about building lasting business partnerships by understanding what makes your business unique and applying insights gained from helping others succeed. I combine proven strategies with tailored approaches to effectively engage your audience in your specific market. I excel in guiding clients to redefine their business goals, driving profitability in the short term and fostering sustainable growth for the future."

In addition to acting as an Associate Partner for Car Wash Consulting, Sattar will continue to service other clients through his own consulting business, Optima Growth Partners.

Kashif Sattar's Skills Include:

Product and Project Management • Go-to-Market Strategy • Commercial Excellence • Data Analytics • Pricing Analysis and Optimization • Customer Journey and Experience • Loyalty and Subscription Service Implementation • Legal Compliance for Digital Products



Lars Sandstad
Senior Associate Partner, PMO, Technical, Energy & Operations Specialist
Car Wash Consulting
Oslo, Norway
LarsSandstad@carwashdoctor.dk

Lars Sandstad has joined Car Wash Consulting (The Car Wash Doctor) as the Associated Senior Consultant, PMO, Technical, Energy & Operations Specialist. Sandstad brings his extensive education in electrical engineering and service management to his latest venture with The Car Wash Doctor team. With more than three decades of experience in the Car Wash industry, Sandstad will be applying his vast technical knowledge of car wash operations to assist Car Wash Consulting customers in optimising their operations.

"I look forward to working with Car Wash Consulting customers across the globe through this new partnership, and I know that my strong background in technical operations and project management will bring unparalleled value to their businesses. I've spent my career working for both a major car wash equipment supplier and also a major player in the automatic car wash business, so I know both sides of the industry intimately. This experience helps me to look at a customer's operation and know how to help them make the right investments at the right times to deliver the most value," says Sandstad about his partnership with The Car Wash Doctor.

In addition to acting as the Energy and Operations Specialist for Car Wash Consulting, Sandstad will continue to service other clients through his own consulting business, LS Consult.

Lars Sandstad's Skills Include:

Extensive Knowledge of Technical Systems • Project Management • Technical Operations Management • Key Account Management • Quality Control Expertise • Development of New Store Concepts • Car Wash Program Optimisation