



LUV Car Wash Names Nate Keeler Chief Operating Officer

Veteran multi-unit operations executive brings more than two decades of experience scaling operational excellence across hundreds of locations

PHOENIX, AZ, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- [LUV Car Wash](#), a leading multi-site express car wash operator with 85+ locations across Arizona, California, Florida, Georgia, Nevada, and Pennsylvania, today announced that Nate Keeler has joined the company as Chief Operating Officer. Keeler oversees operations across LUV's full portfolio of locations, reporting directly to President and Chief Development Officer JT Thomson.

Keeler brings more than 20 years of multi-unit operations leadership, most recently serving as Chief Operating Officer at California Pizza Kitchen, where he held full operational and financial responsibility for 129 locations. Earlier in his career, he led operations across more than 200 locations, where he was recruited to turn around underperforming markets and delivered significant gains in revenue and productivity. His career began in the U.S. Air Force, where he first built the discipline and process rigor that has defined his approach to operations leadership ever since.

While Keeler is new to the car wash industry, the operational fundamentals translate directly: high-volume, multi-site service businesses live and die on consistency, throughput, and labor efficiency — the same disciplines Keeler has spent two decades refining in the restaurant industry.

"I've built my career around operational discipline — the blocking and tackling that turns strategy into results across hundreds of locations," said Keeler. "What drew me to LUV is the scale, the strong foundation, and the opportunity to continue learning and growing with the organization. My first priority is getting into the field, learning from the teams closest to the business, and understanding what makes LUV successful today. I believe that's the foundation for raising the bar on operational excellence together."

"Nate's track record speaks for itself, but what stood out to us was his approach — leading with process discipline and a genuine commitment to understanding the business from the ground up before making changes," said JT Thomson, President and Chief Development Officer at LUV Car Wash. "As we continue to scale, having an operator with Nate's depth of experience leading our field teams is exactly what this next chapter requires."

"Bringing in operational leadership at Nate's level reflects where LUV is headed," said Darren Skarecky, Chief Executive Officer at LUV Car Wash. "We're building a company that competes with the most sophisticated operators in any service industry, and Nate's experience scaling operational excellence across hundreds of locations is a major step in that direction."

About LUV Car Wash

LUV Car Wash is a multi-site express car wash operator with 85+ locations across Arizona, California, Florida, Georgia, Nevada, and Pennsylvania. Guided by a mission to become a top car wash company by growing its people, building strong operations, and living a culture of continuous improvement, LUV serves customers through membership and pay-per-wash models across its growing footprint.

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