



Josh Zettler

Entrepreneur | Business Leader | Philanthropist

Who I Am

Josh Zettler is a dynamic entrepreneur and business leader with a nationwide impact. Family-oriented and deeply rooted in faith and community, he is married to an educational leader, and together they are raising four children. His approach to both life and business is guided by a strong commitment to service, integrity, and innovation.

What I Do

As a serial entrepreneur, Josh owns and operates over 60 businesses across a wide range of industries, including:

- Insurance & Financial Services
- Consulting & Business Development
- Property Management & Real Estate
- Construction & Automotive
- Recreational & Lifestyle Ventures
- Authorship & Publishing
- Nonprofit Organizations

He serves as a managing partner of Snow Fox Ventures and SWS Carbon, with a focus on:

- Carbon Asset Markets
- Technology & Energy
- Medical Innovation
- Commodities
- Real Estate

Josh also developed the PLAN system—a structured methodology to automate and scale business operations for rapid growth.

When It Started

Josh's entrepreneurial journey began in Southern Illinois and was shaped by his education at the University of Michigan, where he earned a degree in Aerospace Engineering (2000–2004). His professional and ministry pursuits have since expanded across industries and geographies.

Why I Do It

Josh is driven by a passion for entrepreneurship and a calling to help others succeed. He is a devoted Christian, committed philanthropist, and community leader. His contributions include:

- Actively serving in his local church and teaching leadership
- Supporting 25+ charitable organizations
- Founding Ambleside School of Marion and the Freedom Foundation
- Authoring five books and publishing a monthly newsletter to promote lifelong learning

Where We Operate

Josh's businesses are built on operational excellence and systemization. Key achievements include:

- Pioneering Carbon Asset Methodology & Project Development
- 20+ years of leadership in Independent Insurance Agencies
- Over 200 employees and 30+ personally mentored agents
- Award-winning Property & Casualty Insurance growth
- Founder of the largest post-frame building company in a tri-state area
- Developer of automation tools for agency and business management
- Managing over 230,000 sqft of commercial real estate
- Transportation industry managing auto dealership and rentals
- PLAN consulting business for small business owners in the 5 key areas of business

How We Operate

The PLAN system—designed to Duplicate, Automate, and Multiply—is the backbone of Josh's ventures. By empowering teams and leveraging technology, Josh builds scalable, mission-driven businesses that drive growth, serve communities, and foster financial freedom. People, leverage, accelerate, and navigate are the key principles to thrive both socially and systematically.

Through visionary leadership, disciplined systems, and a heart for service, Josh Zettler turns ideas into impactful enterprises.