

Jess Estrada

Jess is the co-owner of Crossfit Jääkarhu and Head Coach of CrossFit Jääkarhu. She was raised in San Angelo, TX where she grew up competing and coaching gymnastics. She attended Texas State University and joined the Texas State Triathlon Team and studied Mass Communications-Public Relations. Upon graduation, she moved to Austin, TX.

Coach Estrada was introduced to CrossFit in 2010 by being convinced to do a Fundraiser workout... Fight Gone Bad. She was not quite convinced that CrossFit was for her but decided to join a kettlebell class at a local Crossfit affiliate instead. After 9 months she decided to give it another try and was instantly hooked. She got her CF-Level 1 in 2011. Her passion has always been to help people live a happier and healthier life. Once she discovered CrossFit, she saw it as a great vehicle to help impact and change the lives of others. She has experienced the confidence and results that CrossFit has to offer, and wants to help others do the same. Fitness is a life-long process and it is not one that you can do alone. Having the support of a community that shares the same values and goals is one of the most amazing things about CrossFit. She believes that is why people are so drawn and committed to it. She wants to be part of cultivating that community and lead people toward achieving their goals and experience the benefits of a happy and healthy life.

Coach Estrada is the lead coach for Jääkarhu's CrossFit Program. She has been competing in CrossFit for 7 years, including 5 Regionals and 2 CrossFit Games. She recently began assisting Coach Winchester Jääkarhu's competition program and athletes. She is a lead coach for the CrossFit Gymnastics Seminar Staff where she travels the country educating coaches and athletes on the fundamentals of CrossFit Gymnastics and Movement.

Coach Estrada wants to coach athletes that are committed to learning and understanding the why behind the process. Athletes that are not only committed to their health and wellness but that of their community and training partners as well. She wants to help athletes move more efficiently, build on basic CrossFit movements and introduce the more advanced, technical movements to their training. As she continues to develop herself as both a coach and a gym owner, she wants to be able to share her knowledge and experiences with CrossFit Jääkarhu athletes.