

Roanoke Native and Veteran C-Suite Executive Tracy Jefferson Expands Scaling Up Coaching Practice to the Roanoke Valley

Estes Park Resources brings the globally recognized Scaling Up framework + specialized AI and exit-planning tracks to growth-stage companies across SW Virginia

TAMPA, FL, UNITED STATES, July 16, 2026 /EINPresswire.com/ -- Tracy Jefferson, founder of Estes Park Resources and a Roanoke Valley native, today announced the expansion of his executive coaching practice to serve

growth-stage companies throughout the Roanoke region. The practice helps CEOs and leadership teams scale their businesses using the [Scaling Up](#) methodology developed by Verne Harnish and used by more than 100,000 firms worldwide across 6 continents.

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The Scaling Up performance platform focuses on the 4 DECISIONS™ methodology every company must get right: PEOPLE, STRATEGY, EXECUTION, CASH™”

Scaling Up

private events.

"Many coaches come to this methodology through certification. I came to it through four decades of actually leading the teams, making the hiring mistakes, navigating the working-capital crunches, and expanding into markets I didn't initially understand," said Jefferson. "I've wanted to bring that experience home to Roanoke for a long time. This is where I'm from, and these are

HOW IT WORKS.

DISCIPLINED PEOPLE
DISCIPLINED THOUGHT
DISCIPLINED ACTION

Scaling Up performance platform focuses on the 4 DECISIONS™ methodology every company must get right: PEOPLE, STRATEGY, EXECUTION, CASH™ — a series of One-Page Tools including the famous One-Page Strategic Plan and the Rockefeller Habits Execution Checklist, which more than 70,000 firms around the globe have used to scale their companies successfully.



The Four Decisions

Jefferson brings a distinctive credential to the work: more than 40 years of hands-on operating experience across upward of 35 countries spanning North America, Europe, Latin America, Asia-Pacific, the Middle East, and Africa before starting his coaching practice. He also is an Integrator™ Masterclass for EOS® Grad with over a dozen years experience in the EOS® world so understands how to assist companies looking to Scale Up from that framework. He has spoken at numerous conferences and events globally, and is available as a speaker for both public and

the kinds of growth-stage companies I most want to help scale without sacrificing the things that made them worth building."

As a Certified Scaling Up Coach, Certified Scaling Up AI Coach, and Certified Scaling Up Exit Strong Coach, Jefferson offers Roanoke-area leadership teams a full range of engagements built around Scaling Up's Four Decisions: People, Strategy, Execution, and Cash. His specialized certifications extend that work in two directions: the Scaling Up AI track helps leadership teams integrate artificial intelligence into their operations and strategy, while the Exit Strong track guides founders in building durable, transferable value ahead of a sale or transition.

Estes Park Resources serves companies typically ranging from \$5M to \$250M+ in revenue through monthly retainer coaching, private leadership-team sessions, and public workshops. The Roanoke expansion complements the firm's established Tampa Bay, Florida practice, giving Southwest Virginia businesses local access to a coach with genuine global operating credentials.

CEOs and founders interested in learning more can [schedule](#) an introductory conversation at calendly.com/tracy-estesparkresources or visit estesparkresources.com.

About Estes Park Resources

Estes Park Resources is an executive coaching practice founded by Tracy Jefferson, a Certified Scaling Up Coach, Certified Scaling Up AI Coach, and Certified Scaling Up Exit Strong Coach. Drawing on 40+ years of operating experience across more than 35 countries, the firm helps growth-stage CEOs and leadership teams scale their companies using the Scaling Up framework. Estes Park Resources is available to service clients globally.

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