

MAIA CHAKA

Athletic Systems Strategist | Football Operations | Organizational Leadership

Designing systems that help people make better decisions.

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PROFESSIONAL SUMMARY

Accomplished leader, educator, and former NFL official with more than 20 years of experience improving decision-making across athletics, education, and high-performance environments. My career has been defined by identifying operational challenges, simplifying complex systems, and creating practical solutions that strengthen communication, compliance, and organizational effectiveness.

Through CPG Elite, I design decision-support systems that help coaches, athletic departments, and student-athletes make better decisions through clearer information, stronger communication, and connected workflows.

CORE COMPETENCIES

Leadership & Strategy	Athletic Operations	Systems Design & Analytics	Technology
• Organizational Leadership • Strategic Planning • Cross-Functional Collaboration • Executive Communication • Stakeholder Engagement • Change Leadership	• Football Operations • Student-Athlete Development • NCAA Eligibility & Compliance • Football Rules & Officiating • Organizational Decision Support	• Operational Workflow Design • Process Improvement • Decision-Support Systems • Data Visualization • Dashboard Development • Performance Analytics	• Power BI • AI-Assisted Workflow Design • React • Microsoft Excel • Synergy SIS • DVSport • Hudl • Microsoft 365

PROFESSIONAL EXPERIENCE

Founder & Principal Strategist

CPG Elite

2025 – Present

Founded to demonstrate how thoughtful systems and technology can improve decision-making across athletics, CPG Elite transforms operational challenges into practical decision-support solutions.

- Designed Football Intelligence, an interactive decision-support platform that transforms offensive tendencies, penalty analysis, and game film into actionable coaching insights.
- Developed the Student-Athlete Development platform to unify eligibility, academic progress, NCAA readiness, and stakeholder communication into one integrated experience.
- Designed interactive dashboards that transform complex operational data into intuitive decision-support tools for coaches and athletic administrators.
- Lead product strategy, user experience, and systems architecture from concept to deployment, ensuring every solution begins with an operational problem rather than a technology requirement.

Independent Consultant & Keynote Speaker

Maia Chaka Enterprises, LLC

2021 – Present

Deliver keynote presentations, consulting services, and professional development experiences that help athletic organizations, educational institutions, and leadership teams strengthen communication, decision-making, and organizational effectiveness.

- Deliver keynote presentations and workshops for national conferences, athletic organizations, and educational institutions on leadership, officiating, student-athlete development, and high-performance decision-making.
- Advise athletic departments, conferences, and leadership teams on operational strategy, communication, compliance, and systems improvement through consulting and executive education.
- Design educational experiences that translate complex concepts into practical, actionable strategies for coaches, administrators, educators, and sports professionals.
- Cultivate long-term partnerships through keynote speaking, consulting, and leadership development initiatives that connect athletics, education, and technology.

Professional Football Official

National Football League

2014 – 2024

- Made split-second decisions in one of the world's highest-pressure professional sports environments while maintaining consistency, accuracy, and credibility.
- Recognized offensive formations, personnel groupings, blocking schemes, and strategic tendencies before every snap to anticipate game flow and officiating responsibilities.
- Communicated complex rules interpretations and enforcement decisions to coaches, crew members, broadcasters, and league personnel with clarity and confidence.
- Collaborated with league executives, officiating leadership, stadium personnel, and football operations staff to ensure seamless game administration.

NCAA Division I Football & Women's Basketball Official

SEC | ACC | PAC-12 | Conference USA | MEAC | Big South

2010 – 2021

- Developed deep expertise in offensive strategy, personnel usage, and competitive game management while officiating across Power Conference and Division I football.
- Served as NCAA National Clinician and Staffer, evaluating officials, teaching rules interpretation, and developing educational materials used nationwide.
- Built trusted relationships with coaches, conference leadership, and officiating administrators while supporting consistent rule application and operational excellence.

Department Chairperson & Educational Leader

Virginia Beach City Public Schools — Renaissance Academy

2006 – 2021

- Directed multidisciplinary teams supporting students with complex academic, behavioral, and social-emotional needs while coordinating interventions across educators, counselors, psychologists, administrators, and families.
- Designed and managed data-driven intervention frameworks using Synergy SIS to monitor academic progress, behavioral trends, attendance, graduation pathways, and individualized student success plans.
- Simplified complex student information into actionable insights that supported timely decision-making, strengthened cross-functional communication, and improved student outcomes.
- Developed operational processes balancing compliance, documentation, stakeholder communication, and individualized student support within a high-accountability educational environment.

This experience reinforced my belief that better decisions begin with better information, stronger communication, and systems designed around the people they serve.

SELECTED PROJECTS

Football Intelligence

Interactive Football Operations Platform

Designed an interactive football operations platform that transforms offensive tendencies, penalty analysis, and game film into decision-support tools for coaching staffs.

Student-Athlete Development

Athletic Department Decision Support Platform

Created an integrated platform connecting eligibility, academic progress, NCAA readiness, and stakeholder communication into one unified athletic department experience.

The Official Lens

Educational Media Initiative

Developed an educational media platform that explains officiating philosophy, football rules, and game management to improve understanding, communication, and respect across sports.

Portfolio available at www.maiachaka.com

THOUGHT LEADERSHIP

National keynote speaker on leadership, football operations, athletic administration, and student-athlete development.

Helping organizations strengthen leadership, communication, and decision-making through athletics.

Selected presentations include:

- Augusta National Masters Tournament
- Rose Bowl Executive Forum
- Black Sports Business Symposium
- New York State Athletic Administrators Association Annual Conference

EDUCATION

Bachelor of Science, Health & Physical Education K-12

Norfolk State University | Summa Cum Laude

DISTINCTIONS

- First Female African American NFL Official
- Black Enterprise 40 Under 40
- ABC World News Person of the Week
- Boys & Girls Club National Hall of Fame
- Virginia Beach City Public Schools Teacher of the Year
- Virginia Beach NAACP Community Leader Award

TECHNICAL PLATFORMS

Power BI | AI-Assisted Development | React | DVSPORT | Hudl | Microsoft 365 | Microsoft Excel | Synergy SIS | Adobe Creative Suite