



ROB VAKA

PARTNER, DIRECTOR OF PLAYER
ENGAGEMENT, SIGNATUREPRO

☎ 404 253 7646

📠 404 253 7647

✉ rob.vaka@signaturefd.com

My NET WORTHWHILE™ is helping NFL players and coaches flourish off the field – in life roles, business opportunities, philanthropic ventures, and in their personal “worth.”

Rob Vaka is an entrepreneur, people connector, philanthropist, father, husband and cancer survivor.

His unique experiences have inspired him to become a mentor to dozens of NFL players, coaches, and other professional athletes. And, he is on a mission to help NFL Players, coaches and other athletes make a bigger impact with their time, relationships, and money.

Rob believes in three core principles: Giving more than he Gets, Living with an Attitude of Gratitude and investing in and Building People up. Focused on the “personal” or “human” worth component of NET WORTHWHILE™, Rob helps NFL players avoid or work through the identity crisis that often comes with being an elite athlete. He is adept at helping to draw out the “Bigger why” and “Purpose” that helps athletes and coaches transition from the joy they felt on the field to passion off the field and/or in their post-sports life and career. He brings “situational fluency” to those aspiring to become entrepreneurs/business owners, in that he is able to help them translate the skills they learned in their sports career to that new field. Additionally, he’s helped to create dozens of player or coach charity events and philanthropic fundraising campaigns.

Having worked with NFL players and coaches over the past 10 years, Rob is a sought-after speaker and panelist

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on a variety of relevant topics, including field-to-life transition, entrepreneurship, philanthropy, and elevating mindset. He's been a podcast guest with well-known hosts, such as John Brenkus, of Sport Science, NFL Hall of Famer Warren Moon's Sports 1 partner Dave Meltzer, former NFL star LB Gary Brackett, and Rich Take on Sports. Additionally, he has been the emcee, host, or auctioneer for dozens of NFL player or coach charity events.

Rob is a co-founder of the Ray Lewis' Ray of Hope Foundation with Lewis and John Brenkus in 2017 and sits on the board. He is also an active participant on the Special Olympics of GA Board of Directors and is active as a Children's Ministry Volunteer and Leader at Mt. Pisgah UMC. Additionally, he is a football coach within the Johns Creek Jr. Gladiator program.