

Bruce Tollner

30+ years NFL Agent | NIL Agent | Attorney | Best-Selling Author |
Speaker | Consultant

Football • OG1 Athletes • Rancho Santa Margarita

og1coaches.com/p/brucetollner

Biography

As CEO of OG1 Athletes and OG1 Coaches, I bring together legal expertise and deep industry knowledge to lead cutting-edge strategies in athlete and coach representation. With a Juris Doctor degree and a foundation built at REP 1 Sports, my approach blends business acumen, negotiation mastery, and a passion for sports to help clients thrive—on and off the field.

At OG1, we've redefined athlete advocacy through a relentless focus on branding, marketability, and long-term career success. Our team has negotiated over \$3 billion in contracts and extensions across the NFL and collegiate levels, representing top-three draft picks, Pro Bowlers, and Hall of Fame inductees. These results reflect our commitment to excellence and the tailored, full-spectrum services we provide to every client.

Through OG1 Coaches, we've created a dedicated platform to empower and elevate coaches at every level—building a professional network designed to support growth, visibility, and career development.

Driven by integrity, innovation, and results, our mission remains clear: to build lasting legacies through world-class representation and unwavering support.

Statement

I'm thrilled to officially introduce OG1 Coaches, the first community built to put coaches and personnel first. After three decades advocating for coaches from high-school fields to NFL sidelines—I knew something was missing and the answer would elevate every step of a coaches journey. Please join us in changing the game for those who shape teams and lives.

Education

Business Administration and Management

University of Southern California
Emphasis in Finance

Doctor of Law - JD

Southwestern Law School

Feature

Pre-game with our client Britain Covey and his beautiful family
It was great getting the chance to see Britain and his family before the game.

Grant Calcaterra's Annual Kids Camp

My wife and I had the privilege in assisting Grant Calcaterra and his family put on a free kids camp at his High School Alma Mater, Santa Margarita Catholic.

Lou Hedley's Wedding

With my clients Lou Hedley and Tory Taylor and Lou's Wedding on Long Island

COACHING CAREER

CEO — OG1 Athletes

| Football | 2023

We deliver an unmatched level of experience and guidance as we partner with each client for maximum elevation on the field and in life. Our mission is to serve and amplify each client, assisting them to unlock their full potential.

ENDORSEMENTS

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