

Labor and Agents: Coaches agent Bob LaMonte already celebrating Super Bowl win



BY LIZ MULLEN

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“Well, we won the Super Bowl, again.”

That’s what pioneer football coaches and executives agent **Bob LaMonte** usually says to people this time of year. And it has been true.

Interviewed a week before the first snap in Super Bowl LVI, LaMonte didn’t even have to say it. But it’s true, again, this year. LaMonte and his small, family-owned business, **Professional Sports Representation Inc.**, represents both Los Angeles Rams head coach **Sean McVay** and Cincinnati Bengals head coach **Zac Taylor**.

“We have the two youngest coaches in history ever playing each other in the Super Bowl,” LaMonte said last week. “Remember, we have had a winner five straight years.”

LaMonte’s agency represents 48 coaches and front-office executives, including eight NFL head coaches and 10 NFL general managers.



Bob LaMonte (right) told teams that Sean McVay was ready to be a head coach at age 30. Time proved him right. courtesy of Bob LaMonte

Head coaching clients include: **Brian Daboll**, the former Buffalo Bills offensive coordinator who is now the new head coach of the New York Giants; **Doug Pederson**, formerly of the Philadelphia Eagles, who is the new head coach of the Jacksonville Jaguars; and Kansas City Chiefs head coach **Andy Reid**.

General manager clients include: new Giants GM **Joe Schoen**; **Nick Caserio**, who became the Texans GM last year after serving as the right-hand man for New England Patriots head coach **Bill Belichick** for more than a decade; the Buccaneers’ **Jason Licht**; and Kansas City’s **Brett Veach**.

His clients have been front and center of the country’s most popular and biggest game.

“If you go back to ’18, we had the GM and the head coach with the Eagles, Pederson and [**Howie**] **Rosen**,” LaMonte said. “The next year, it was New England winning against the Rams where we had Caserio as the

quasi-GM and we had McVay. The next year, we had Reid and Veach when the Chiefs beat San Francisco. Last year, we had Reid and Jason Licht, as the GM in Tampa. And this year we have both.”

It’s an extraordinary record, particularly in the age of the mega-agency. PSR comprises Bob, the president; his wife, **Lynn LaMonte**, vice president; **Jill Taddeo**, business manager; and **Holly Schelling**, marketing/administrative director.

“So, we like to say, at least in recent times, in all humility, it seems like the Super Bowl is going to run through PSR Sports,” LaMonte said, in summation. “Correct me if I am wrong.”

LaMonte said, despite all his success, he doesn’t think there has ever been an agency that represented both head coaches in the Super Bowl. It’s the first time he’s done it.

This year’s Super Bowl is the culmination of a trend LaMonte himself started — of teams hiring young head coaches. He represented McVay when he was hired as head coach of the Rams when he was 30. Back then, people told him he was crazy, saying McVay was too young. Now, LaMonte, who started his career as a high school history teacher, has some history to back up his claims. “The man’s won more than 60 games in the National Football League and is back to his second Super Bowl — that young was where it was at,” he said.

Still, LaMonte thinks the league has gone overboard in trying to find the next Sean McVay. “Basically if you just have a cup of coffee with him or sit next to him on a plane, you’re going to become a head coach,” he said.

Perhaps not surprisingly, however, it’s LaMonte who may have found the next Sean McVay in Zac Taylor. McVay is 36 and Taylor is 38. LaMonte took on Taylor as a client when he was 34. (LaMonte also represents Taylor’s younger brother, **Press Taylor**, the senior offensive assistant coach for the Indianapolis Colts, as of last week.)

PSR is a referral business. LaMonte met Zac Taylor at his wedding as he was marrying **Sarah Sherman**, the daughter of former Green Bay Packers coach **Mike Sherman**, a longtime LaMonte client.

“Right now I would say to you if you are talking meteoric rises, you can’t be bigger than Zac Taylor,” LaMonte said. “He took over a very, very old and non-winning organization and a lot of that goes to the staff.”



LaMonte also represents Bengals head coach Zac Taylor (left) and his younger brother, Press, now with the Colts.courtesy of Bob LaMonte

NFL coaches have been at the center of controversy in the last year, and LaMonte is the longtime agent of one of them — **Jon Gruden**. Gruden resigned from the Las Vegas Raiders after a series of racist, homophobic and

sexist emails he wrote years ago were made public. The emails were collected as part of the NFL's investigation into allegations of sexual harassment and abuse of employees at the Washington Commanders workplace.

Gruden is now suing the NFL and Commissioner **Roger Goodell**, alleging that the league selectively leaked the emails to force him to resign. The NFL has said the lawsuit is without merit and is seeking to dismiss the case and compel arbitration.

LaMonte did not comment on the lawsuit. However, he did have something to say about the controversy regarding the Rooney Rule involving fired Miami Dolphins coach **Brian Flores**' lawsuit against the NFL and its clubs. Flores, who is Black, alleges he was subject to "sham interviews" by clubs.

One of LaMonte's clients is **Leslie Frazier**, who is Black and is the defensive coordinator of the Bills, which boasted the No. 1-ranked defense in the league. Frazier interviewed for three positions, but was not chosen as a head coach as of last week.

"What I would say is in 19 years if you still have one — and he's a great coach, a brilliant coach in Pittsburgh [**Mike Tomlin**] — but he is the Rooney Rule — Rooney owns the team," LaMonte said. "My point is, that would tell me — and it doesn't take Aristotle to figure that out — that after 19 years, two decades, nothing has changed, it's probably not working."

LaMonte said people have asked his opinion on it. "I suggested you shouldn't have ... one person has to be interviewed, you should have two because that at least allows a broader view and brushstroke — given the fact that they are obviously well-qualified."

LaMonte is celebrating his 44th year in the business and recently figured out that 38 of his clients were not born when he launched his firm. He has turned down so many offers to sell his business that people have stopped asking, he said.

Business has never been better, he said. "It's got better and better and better for the last 10 years."

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