

Black Lawrence

Blake Lawrence is the co-founder and CEO of Opendorse, the athlete's Name, Image and Likeness (NIL) company since 2012. The preeminent expert on athlete branding, marketing, and NIL, Lawrence has been helping athletes understand, build, protect, and monetize their NIL value for the past decade.

Lawrence and his co-founder, Adi Kunalic, are two-time entrepreneurs having started Hurrdat, a digital marketing agency, in 2010. Prior to his journey as an entrepreneur, Lawrence was a star football player at the University of Nebraska before his career was cut short due to recurring concussions. Rather than mourn the end of his on-field career, Lawrence finished his BA and earned his MBA at Nebraska, then dove head-first into the business world with the vision of helping every athlete.