



Member Profile

Matt Dodds

Burlington, Vt., USA

Matt Dodds is a Vermonter who attended Williams College before disappointing his mother by entering the world of advertising.

"I think she had something more along the lines of concert violinist or architect in mind," Matt says. "The joke amongst admen is: 'Don't tell my mother I'm an adman. She thinks I'm a piano player in a cathouse.'

He started in New York City working for the D'Arcy Masius Benton & Bowles agency on the Crest toothpaste account and, before he was 30, was tapped for an international posting in Seoul, Korea on Proctor & Gamble and Burger King accounts.

After two years in Tokyo, Matt moved to the Interpublic Group where he worked for five years on SAAB, General Motors and Exxon accounts. It is from this era that Matt ascribes his sketchy predilection for karaoke.

Matt and his wife, Anne, met on a blind date arranged by a friend with his girlfriend's roommate. "We dated for a year in NYC before I got my first overseas posting. I proposed, and she lived with me in Seoul before we got married and moved to Tokyo." They have two children: Forrest, 15, and Amelia, 13 ("going on 26," Matt says).

After further regional postings in Hong Kong and Singapore, Matt returned to the U.S. to start up his own marketing firm, Brandthropology, in NYC. He now operates the company from Burlington, Vt.

Matt caught the hickory bug after reading about the National Hickory Championship, which led to his founding the Adirondack Hickory Open in 2004-2005.

After moving from New York to Vermont, Matt teamed up with fellow hickory enthusiast, Pat Kennedy, to found the Vermont Hickory Open, and currently serves on the board of the recently formed Vermont Hickory Golf Association. Among other services for the SoHG, he has served on the constitution committee, the tournament committee for the past three U.S. Hickory Opens, and has worked to bring his marketing skills to expand the society's membership.

"I play out of Vermont National Country Club in Burlington," Matt says. "This is where I fine-tune the mediocrity of my game. Most of my rounds are there, or at the regional tournaments. The woes of my short game are notorious, but my performance at the most recent VHO took the cake: 8 (yes, eight) strokes out the sand trap on a par three. And I had just had a lesson in sand play... don't you love the game?"

How often do you play hickories?

I now play exclusively with hickories, which is great. However, with the season being so short in Vermont, and with my roles as a small biz owner and father, I'm lucky to get 20 rounds in a year.

What's in your play set?

I've been a big collector of Tom Stewarts for years, but have recently acquired a pristine set of George Nicoll heads from Jay Harris that were set up for John Duncan Dunn and never shafted. They are from the "Precision" series, which I find very playable. I also carry a Gibson Maxwell patent niblick that has so much loft I keep thinking I'm going to put my eye out.



Matt Dodds prepares to extricate himself from a bunker at Mid Pines.

Favorite club?

Puh-lease... I don't pick favorites amongst my children!

Favorite course for hickories?

I shot a 78 at Nairn, in Scotland, and, as we all know, there's something about a low score that makes you fall in love with a course. Having said that, I am absolutely head over heels smitten with Royal Dornach; both the course, the town, and how they interrelate.

Best thing about hickory golf?

Without a doubt, the people. I just love all the wonderful characters and their personal stories. Lord knows it's not because I have a great golf game!

Favorite hickory moment?

Scott McAllister is always laughing at me because most people have their best golf moments on the green, whereas I seem to have mine in print. I got a great chuckle out of having an article published in Sports Illustrated and, as an attention-starved second child, have also enjoyed being featured in Advertising Age, The Wall Street Journal and several local TV news segments. Look closely and you'll notice the very fine form of my posterior on the cover of the most recent Louisville Golf catalog and website. I was going to sue Mike Just, but couldn't figure out how to do that and ask him for a copy of the picture in the same e-mail...