



Don Dixon

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The last 50 years have sped by at warp speed. I went to SDSU majoring in marketing and ended up running PGA and LPGA and celebrity (Dean Martin, Andy Williams, Bon Hope, etc.) golf tournaments for 4 years. I was also in the USAR with fellow Helix alumni Tom (Spec4) Denhart in NC and VA. Met my wife of 41 years Maureen in Tucson at a golf event. Post golf-I joined a large advertising agency in NYC working on sports events and promotions for clients like Toyota, Hamm's Beer, Winston Cigarettes and -don't hate me- I signed Bruce Jenner for Wheaties! Mr. Higby's writing lessons came in handy! I left the agency to become the Director of Sports & Entertainment Programming at Anheuser Busch in St Louis where Maureen and I got to meet sports, political and entertainment personalities from around the world. I left AB in 1981 to open my own sports marketing agency where we represented 5 Olympic Games and the USOC for sponsorships. We sold to Saatchi & Saatchi advertising in 1985 and I became Chairman of S&S Marketing Worldwide. We did a stint in London opening offices in Paris, Madrid and Salzburg and spent time in Japan opening an office there as well. In '94 we took the business back private and sold it to Cox Enterprises in 1996. We moved to Atlanta their HQ city in '97 from NYC. I spent 17 great years at Cox-the last 5 running marketing at AutoTrader.com and retired from there in 2012. I reopened my sports sponsorship agency and another agency to help start-ups with branding and raising capital. We have a great daughter Chaucy who went to Lehigh and works in marketing/advertising in NYC and a son-Mavrik- whom we adopted in Russia when the Russian Olympic Committee was my client. Mav is a college student in FL and works for the Braves during the summers. I'm an avid golfer and Maureen and I spend a ton of time in NY and FL with the kids.

