



Brendan Kennedy

bkennedy@concertgolfclubs.com | (321) 217-5899

- Attended University of North Carolina at Chapel Hill on a golf scholarship and graduated in 1990
- Played professional golf from 1990-1999
 - Recorded 25 tournament wins on various professional mini-tours
 - Competed in PGA Tour Qualifying Tournament (“Q-School”) 9 times
 - Competed in 4 PGA Tour Events via Monday qualifying
- Studied under/worked with the following top instructors:
 - David Leadbetter, Butch Harmon, Jim McLean, Hank Haney, Mac O’Grady, Davis Love, Jr., Jim Flick, Bob Toski, Martin Hall, Mike Bender, just to name a few.
- Stack and Tilt Authorized Instructor
- Geoff Mangum’s PuttingZone certified instructor
- Lowest Score Wins certified instructor
- Titleist Staff member and certified club fitter
- Advisory staff member for Boditrak (portable pressure mat)
- Advisory staff member for MySwing (wireless 6DOF/3d motion analysis)
- Ambassador for Blast Motion (swing and putting measuring device)
- Flightscope owner and certified operator (premier launch monitor)
- Have given over 17,000 lessons to players of all skill levels (beginner-PGA Tour players)
- Multiple appearances on The Golf Channel
- Coach to 2-time US Kids World Champion and multiple college golf scholarship athletes
- Conducted over 30 teaching seminars with Golf Digest Top-50 Instructor, and former PGA Tour winner, Mac O’Grady
- Committed to excellence and daily improvement for myself and my students

Teaching Philosophy:

Golf is an incredibly perplexing and difficult game. What works very well for some golfers may not work at all for others. I recognized many years ago, that a “one-size fits all” methodology could not possibly work for all golfers. What many consider to be fundamentals, i.e. grip, alignment, posture, I consider to be variables...all one needs to do to verify this is to walk up and down the driving range at any PGA Tour event and witness the variety of grips, postures, alignments, and swing styles. I would submit that there are 3 fundamentals that all good (and great) golfers share: 1) They consistently control where the club head bottoms out (low point). 2) They hit the ball far enough to play any course in a reasonable number of strokes. 3) They hit the ball with a predictable curve. There are many ways to achieve these 3 fundamentals and I pride myself on my ability to improve these elements of a student’s game regardless of their age, gender, skill level, or athletic ability. To this end, I employ, but do not rely upon, various cutting-edge technologies, including launch monitors, pressure mats, 6 dof motion capture systems, and various training aids. I have a passion for teaching and helping others which motivates me to expand my knowledge base and comfort zone on a daily basis. In short, I will do whatever is necessary to help my students enjoy the game and improve and I have the experience and case studies to prove it.

Teaching Strengths:

Patience, ability to communicate, and experience are my core strengths. I also have an in-depth, and ever-evolving understanding of ball flight, swing patterns, and cause and effect relationships. State of the art technology helps me measure and verify. I am also dedicated to my profession and constantly read, research, and consult to expand my knowledge base and find answers to difficult questions.

Compassion, understanding, and flexibility round out my strengths.