Entertainment attorney Alandis Brassel joins music business program at the Rudi E. Scheidt School of Music

With great pleasure and excitement, the Rudi E. Scheidt School of Music announces educator, manager and entertainment attorney Alandis Brassel is joining the University of Memphis as assistant professor of music business beginning fall 2020.

“Alandis Brassel’s distinguished career in entertainment law, the nonprofit sector and as a congressional advisor bring a wide breadth of talents, accomplishments and experience,” said Dr. Kevin Sanders, director of the School of Music. “His commitment to teaching will bring new insights and passion to our acclaimed music business program. We are absolutely delighted to welcome Alandis to his new role on the Rudi Scheidt School of Music faculty.”

“I love teaching at the University of Memphis,” Brassel said. “A few semesters ago, I taught legal aspects of the music industry and was impressed with the talent and energy in the class. Students in the program are passionate about making their mark on the music industry, and that makes working here rewarding.”
The School is fortunate to bring a practicing attorney to the faculty. After completing law school, he founded the Brassel Firm, which helps clients in the entertainment industry with transactions including contracts and litigation. The firm is based in Nashville and is expected to expand to Memphis.

“The music business department at the University of Memphis is designed to train people for entry-level and mid-level careers in the music industry, whether that's at a record label, publishing company or any other established music company,” Brassel said. “Also, it can prepare them for entrepreneurial endeavors such as artist management or working on the next Spotify. We combine classroom learning with hands-on experience to make sure the students are prepared when they graduate.”

Brassel uses his real-world experience as an attorney to prepare students for their career goals. “I want my students to be critical thinkers,” Brassel said. “Once they graduate from the program they should be able to walk into an entry-level or mid-level job in the music industry and contribute to the team or, better yet, be able to come up with an entrepreneurial idea while they're in college and be able to execute that idea once they graduate and contribute to the music business ecosystem.”

With family and clients in Memphis, Brassel said he is excited for his transition to the city and is also looking forward to the upcoming semester at the School of Music.

“I’m looking forward to interacting with the students and continuing to build an already successful music business program,” Brassel said. “I also look forward to becoming part of Memphis' talented music industry. I think the music business program can be a catalyst in building the infrastructure to support the city’s creative community.”