

Hisham Dahud is a brand builder, digital strategist, musician and artist educator based in Los Angeles.

Beginning as a drummer in San Francisco, he quickly discovered how technology was rapidly shaping the music industry and instantly wanted to be a part of that shift. He earned his stripes working with the legendary DJ Shadow on online marketing and merchandise operations and writing for the likes of Hypebot, Billboard, and others.

Hisham went on to help launch FAME HOUSE, one of the music industry's first digital marketing agencies helping artists capitalize on their online presences. Clients included Eminem, Tiësto, Pearl Jam, Alicia Keys, Beatport and more. He eventually found himself at the epicenter of electronic music culture, touring the world (with an extensive tenure on Ibiza) working with Richie Hawtin and several other European electronic music mainstays.

With a growing desire to help developing talent, Hisham founded ArtistPro in 2019 – an interactive educational platform empowering artists to be better business owners and self-marketers. He also continues to lecture adjunctly at ICON Collective in Burbank, CA.

What is ArtistPro?

ArtistPro represents a movement of contemporary music artists owning the business side of their careers.

These are people who see themselves as more than simply musicians, but instead as business owners leading a creative venture. They understand the mechanics of the music industry, know how to manage themselves and build a business around creative work they believe in. They operate productively, proficiently, and above all - professionally with today's music business.

Through an intensive 12-week online program, students are given the tools, skills and resources needed to walk the path of turning pro. This includes contemporary music business education (with an emphasis on digital), brand building exercises, content strategies, advanced marketing techniques, social media strategies, productivity habits, team building, professional etiquette and so much more.

By completing ArtistPro, the student is equipped with what is needed to make progressive steps toward sustaining a professional music career - one that is centered around professional, personal and creative evolution.