

From Stadium Stages to Lullabies: Tech CEO Alex Rossman Returns to Music After Years of Silence For His Newborn Son

A father's love reignites a flame the world thought had gone out

PORTLAND , OR, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- There was a time when [Alex Rossman](#) stood under hot stage lights, shoulder to shoulder with some of the most iconic names in music. He shared stages with Mac Miller, traded verses with Mike Posner, and felt the pulse of thousands of fans reverberating through his chest. Music wasn't just something he did — it was who he was.

And then, as life often demands, he walked away.

Rossman channeled that same relentless creative energy into building a company from the ground up, becoming the [CEO and Founder](#) of a thriving enterprise that would consume his days, his nights, and every ounce of the passion he once poured into melodies and lyrics. The guitar sat in the corner of his office for years — untouched, untuned, collecting a thin layer of dust that grew heavier with every quarterly report and board meeting. Music, he told himself, was a chapter that had closed.

He was wrong.

A New Heartbeat Changes Everything

When Alex Rossman became a father, something broke open inside him that no business deal, no product launch, no revenue milestone had ever reached. Holding his son for the first time, he



Alex Rossman Performing His Songs for His Newborn Son

felt a flood of emotions so overwhelming, so foreign and yet so ancient, that words failed him.

But music didn't.

"I hadn't picked up a guitar in years," Rossman shared, his voice cracking with emotion. "I honestly thought that part of me was gone — that I had traded it for spreadsheets and strategy decks. But the day I saw the ultrasound changed me forever. I just sat there watching him breathe on that screen, and I had this terrifying, beautiful realization: I will soon be responsible for teaching this tiny person how to live. When I got home I walked over to that guitar like something was pulling me. I didn't even tune it properly. I just started playing. And the words came pouring out like they'd been waiting."

That night became the first of many. What started as a single whispered song over an unfinished crib became something far greater — an entire album, written from a father's trembling hands and full heart, where every single track carries a lesson Alex hopes to pass on to his son.

An Album of Lessons, Written in Love

[The album](#), which Rossman has been quietly crafting between early morning executive calls and late-night feedings, is unlike anything from his earlier musical career. There are no club anthems here. No bravado. No performance. Each song is a raw, intimate letter — set to music — from a father to his child.

One track teaches his son about resilience, about getting knocked down and finding the courage to stand again. Another is about kindness — how the measure of a man is not found in what he accumulates but in how gently he treats the world around him. There is a song about heartbreak, because Alex knows it will come, and he wants his boy to know it is survivable. There is a song about joy — pure, unfiltered, dancing-in-the-kitchen kind of joy. And there is a song, perhaps the most devastating of all, about the passage of time — a father's plea to a son who will one day grow up and walk out the front door into a world that won't love him the way his dad does.

"Every song is something I need him to know," Rossman said. "In case I'm not there one day to say it. In case the world gets too loud and he can't hear me. He'll have these songs. He'll always have these songs."

The Collision of Two Worlds

For those who know Rossman only as a sharp, driven entrepreneur, this project may come as a surprise. But for those who remember the young artist who once stood alongside Mac Miller during those electric, fleeting Pittsburgh nights — who harmonized with Mike Posner when the future felt infinite and the music felt like the only thing that mattered — this album is not a departure. It is a homecoming.

Rossman is proving that entrepreneurship and artistry are not opposing forces. They are both acts of creation. They both require vision, vulnerability, and the willingness to build something from nothing and offer it to the world with open hands.

"I built a company to create something that would last," Rossman reflected. "But this album? This is the most important thing I will ever make. Because it's not for the market. It's not for streams or charts. It's for one person. And he's asleep in the next room right now."

A Message to Every Parent

Rossman hopes the album resonates beyond his own family — that it reaches every parent who has ever stared at their sleeping child and felt the impossible weight and wonder of being someone's whole world. Every parent who buried a dream to build a life. Every parent who forgot they were something before they were Mom or Dad.

"You don't lose who you are," Rossman said quietly. "Sometimes it just takes the right reason to remember."

The album release date and additional details will be announced in the coming weeks.

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