



Jordan O. Williams, Jr. JD

Professor, Entertainment & Recording Industry Management, School of Communication

Jordan has been abundantly blessed in the field of entertainment as it relates to the music industry. His love for hip-hop began to manifest as a young adolescent growing up in Houston, Texas listening to legendary artists like Scarface, Geto Boys and NWA among others. In May 1992, Jordan graduated from Georgetown University in Washington DC and earned a Bachelor of Science Degree in Business Administration (Finance Major) then went on to earn a Juris Doctorate Degree from Thurgood Marshall School of Law in Houston, Texas (Specialization-Sports and Entertainment) in May 1996. He eventually became a force to be reckoned with in the sports and entertainment industry.

Jordan officially entered the music business in 1998 when he founded Straight Profit LLC d/b/a Straight Profit Records and signed the phenomenally talented artist named Yungstar who featured on the smash hit single “Wanna Be a Baller” (which sold over 5 million copies). Shortly thereafter, Jordan negotiated and signed a Mega Joint Venture/Split Label deal with Sony Music/Epic Records in October 1999 and the rest was history.

To date, Jordan has developed, negotiated and executed independent and major label deals for some of the South’s most prominent artist such as: South Park Mexican, Z-Ro, Lil Ke-Ke, Tre “The Truth”, Big Moe, Lil Flip, Pokey, Big Mello, Baby Bash, Papa Rue, C-Note, Lil O, Big Hawk, Daz Dillinger, Huncho, Splurge, Yung Ro, Mexican OT and many more. He has also represented and managed several independent record labels and groups including, All-In Music Group, Commission Music Group, E.L.O.S. Entertainment Dope House Records, Screwed Up Click, KMJ Records, EQ Entertainment and Wreckshop Records. Moreover, Jordan successfully structured, negotiated and executed independent and major record label distribution deals with Southwest Wholesale Distribution, Select-o-Hits, Gonzales, Sony Music Group, Universal Music Group, Koch Records, Rock Nation, Geffen and many more.

Jordan also finds time to pursue his passion while he serves as a Professor at Texas Southern University School of Communications. He is extremely proud of founding and creating the Entertainment & Recording Industry Management (ERIM) undergraduate and graduate degreed curriculum for the University. In fact, Jordan created the ERIM program to increase overall knowledge about the music business in the urban community. He has been teaching in the program from its inception in January 2007 until present.