Brian Rothschild grew up listening to the great harpsichord and piano music of the 18th and 19th century. His mother was a concert pianist and music educator who began giving him lessons at an early age. By 15 he began writing music and songs, and upon graduating from Hampshire College with a focus on music composition, was signed as an artist with Columbia Records under the name Iam Siam.

In 1998, along with Yoko Ono Lennon, Rothschild created the first version of the John Lennon Educational Tour Bus and has since devoted his time to expanding the project around the world with support from corporate sponsors including Apple, Canon, Montblanc, Yamaha, Adobe, Juniper Networks, and many more. Today, Lennon Bus Europe and Lennon Bus U.S. provide young people with free hands-on opportunities to create original digital media projects including music, videos, short films, documentaries, games, apps and livestream productions reflective of their ideas and concerns.

Mr. Rothschild has been a frequent spokesperson, appearing on the Today Show, CBS Evening News, Good Morning America, BBC, Fox News, Huckabee, MTV, E! News, and countless local market TV and radio shows. He has also been a speaker at events and conferences including UNESCO Youth Forum, NAMM Show, SXSW, TED, NAB, IBC, Apple ADE 2013, CES, MacWorld, AES, and Musikmesse.