



# Erin Rock

Erin Rock is a dynamic professional who joined The Southern Group's Tallahassee office in 2019, bringing an impressive wealth of expertise across diverse industry sectors. With a comprehensive background spanning public administration, procurement, technology, communications, education, environment and sustainability, children, family and senior issues, Erin was a versatile leader throughout her government service.





Before joining The Southern Group, Erin spent six impactful years at the Department of Management Services (DMS), where she served in pivotal roles, including Chief of Staff, Deputy Secretary, and Secretary. Erin spearheaded an ambitious agenda during her tenure, delivering substantial budget and policy victories with the Florida Legislature. She successfully executed some of the largest projects and procurements in the agency's history, earning recognition from the Florida Technology Council in 2018 for strengthening DMS's relationships with the state's technology industry.

In addition to her stellar contributions at DMS, Erin has held advisory roles in executive agencies, including serving as special counsel to the Department of Environmental Protection and director of communications and external affairs for the Florida Department of Education. Her leadership also extended to the Florida departments of Children and Families and Elder Affairs.

Erin began her political career as deputy public affairs director for the Florida Department of Community Affairs, showcasing her commitment during the challenging 2004 and 2005 hurricane seasons. She demonstrated her leadership capabilities during her tenure in the Florida House of Representatives, where she served as a Staff Director and was vital in coordinating the legislature's massive outreach efforts surrounding the 2010 redistricting process.

A proud University of North Florida graduate with a BA in mass communications, Erin resides in Tallahassee with her husband, Bret, and their two children. Her expertise in cutting-edge technology, government policy and practice makes her an invaluable asset to The Southern Group team.



-  Tallahassee, FL
-  [rock@thesoutherngroup.com](mailto:rock@thesoutherngroup.com)
-  850.671.4401
-  [Linkedin.com/erin-rock](https://www.linkedin.com/erin-rock)

Influence creates opportunity.  
Let us show you how.



[TheSouthernGroup.com](https://www.thesoutherngroup.com)

