



Erin Rock

Erin Rock joined The Southern Group's Tallahassee office in 2019. Erin has expertise across a broad range of industry sectors, including technology, communications, education, environment and sustainability, procurement, public administration, and children's and senior issues.

Erin started her political career at the Department of Community Affairs, coordinating public information efforts during the 2004 and 2005 hurricane seasons. This experience paved the way for her service in various executive agencies including as special counsel to the Department of Environmental Protection, director of communications and external affairs for the Florida Department of Education, and director of communications to the Florida Departments' of Children and Families and Elder Affairs. Erin also served two sessions as a staff director in the speaker's office of the Florida House of Representatives, where she helped coordinate the legislature's massive education and outreach effort surrounding the once-a-decade redistricting process.

Prior to leaving government, Erin spent her last six years of state service at the Department of Management Services (DMS) where she filled the roles of chief of staff, deputy secretary of business operations and agency secretary. Under Erin's leadership, DMS achieved multiple budget and policy victories with the Florida legislature and successfully executed some of the largest projects and procurements in the agency's history. Erin was also credited by the Florida Technology Council in 2018 for her success in strengthening DMS's relationships with Florida's technology industry.

Erin currently serves on the board of the Florida Technology Council and manages the organization's CIO mentorship program, providing insight and real-world experience to aspiring technology staff hoping to succeed in agency administration.

Erin is a proud graduate of the University of North Florida, where she received a BA in mass communications. Erin and her husband, Bret, live in Tallahassee with their two children.



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