

ASHLEY ROCKE

Ashley can usually be found at the front desk of DI or busying up and down the hallways, and she is now busy in her role as our rental coordinator!

She is the original founder and head coach of the East Texas A&M University Lion Dance Team located in Commerce, Texas. She was given the task of starting the dance team within Lion Athletics which is currently in its 15th season of spirit and of course...dance!

Ashley is a graduate of the University of North Texas and the founding president of the UNT chapter of Chi Tau Epsilon. She worked as the assistant director of the NBA Dallas Mavericks Dancers. from 2000-2003, helping with events and community appearances beyond the court. She spent 20 years in the hair industry traveling worldwide as a choreographer and production assistant for Toni & Guy Creative Releases and TIGI Haircare, under the direction of ESA Live Event Management. Along with coaching, she works individually with dancers to help them prepare for high school dance teams in the Dallas area. One of her favorite things to do is going for visits to see her daughter Zoe as well as #30 in the Bay Area.. LET'S GO WARRIORS!