



NEWS RELEASE

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COCA NAMES ALESHA HENLEY AS DIRECTOR OF MARKETING

Leadership Team Addition to Help Guide COCA Toward Growth & Greater Community Impact

ST. LOUIS—[COCA](#), the fourth largest multidisciplinary community arts center in the U.S. and a leader in innovative arts education, announced today the appointment of Alesha Henley as Director of Marketing. Henley will join COCA's leadership team and report to Executive Director Kelly Pollock.

In her role, Henley will lead the organization's marketing, communications, and sales strategy to ensure alignment with COCA's mission, goals, and ambitions for the future. Henley will be a driving force behind initiatives to grow brand awareness in COCA's core markets and increase new customer participation beyond current trends as well as advance COCA's reputation as a forward-thinking innovative leader in arts education.

"Alesha brings extensive experience as a marketing strategist, helping develop strategies that drive growth and impact," said Kelly Pollock, COCA's Executive Director. "After having recently completed a significant capital campaign and facility expansion, COCA is optimistic about our future and excited to have Alesha join the team as we navigate this next chapter."

Henley comes from the St. Louis Regional Chamber where she served as Vice President, Marketing & Communications, and was a key member of the Executive Team. She was responsible for marketing strategy oversight and the execution of an integrated marketing and communications plan to elevate the brand and commercial impact of the organization.

Henley earned a Master of Business Administration from The University of Chicago Booth School of Business with concentrations in marketing, organizational behavior, and strategy. She also earned a Bachelor of Business Administration from Kent State University. She is a Board Member for the St. Louis Black Repertory Theatre and Co-Chairman of the Board for The Glass Slipper Project.

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ABOUT COCA

COCA's mission is to *enrich lives and build community through the arts*. With a commitment to equity and access, COCA serves as a regional hub for learning in and through the arts for all ages from all backgrounds. One of the most diverse cultural institutions in St. Louis, COCA serves over 50,000 students, audience members, artists and families from over 220 zip codes across the St. Louis region every year. The fourth largest multi-disciplinary arts organization in the country, COCA is committed to supporting the vitality and creativity of over 200 artists at the heart of its work in schools, community centers, local business, cultural organizations, and on-site at its campus in University City.