LUCHIA M. ASHE

Luchia M. Ashe is an embodiment of diligence. A product of the illustrious Spelman College, Ms. Ashe has sharply honed her skills in mathematics and management in the entertainment industry. From her humble beginnings as a Production Assistant with Haymon Entertainment and an Office Assistant with the Arthur Ashe Foundation, she quickly used her unparalleled drive to catapult her to a prestigious position as the General Manager of the international tour production and promotions company, PEACHEZ, INC. It was with Haymon Entertainment that Ms. Ashe worked with some of the most notable names in entertainment including Puff Daddy, Mary J. Blige, LSG, Steve Harvey, Luther Vandross, Lauryn Hill and Destiny’s Child.

Personally picked, Ms. Ashe then played an integral role in the early development of the Grammy-Winning recording artist, Solange. In 2003, Ms. Ashe began her climb at PEACHEZ, INC producing and promoting record-breaking Tyler Perry arena and theatre tours and other noteworthy live events. She has expanded her career by becoming an Executive Producer of the 3 seasons of successful BET/BETHer docu-series, “From the Bottom Up”. She is currently producing a variety of television and film projects due to launch 1st quarter of 2021 and livestream performances with top artists. Determination and passion along with an unwavering commitment to create opportunities for people to share their stories and realize their own success is the driving force behind her accomplished career.

100 WORD BIO

Luchia M. Ashe

A product of Spelman College, Luchia honed her skills in mathematics/management in the entertainment industry. From her humble beginnings with Haymon Entertainment/Live Nation as a Production Assistant and an Office Assistant with the Arthur Ashe Foundation, she quickly catapulted to General Manager of international tour production and promotions company, PEACHEZ, INC, working on tours headlined by P Diddy, Mary J. Blige, Steve Harvey, Destiny’s Child, Solange and record-setting tours with Tyler Perry. She is also the Executive Producer of the TV docu-series “From the Bottom Up” (VIACOM/BetHer), the feature length documentary, Broken Things, and the short film, Social Conflict. Determination passion and a commitment to create opportunities for people to share their stories and realize their own success is the driving force behind her accomplished career.