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NP Strategy

## Erin Smith

Erin Smith is a vice president for NP Strategy, responsible for client delivery and growth. As a seasoned PR industry veteran, she offers the combination of industry knowledge, business acumen, and communications expertise companies need to adapt to change, outpace the competition, and improve their relationships with stakeholders. She has a proven track record of creating multi-channel campaigns and strategies for global Fortune 500 businesses to small businesses and everything in between. With a passion for problem-solving, Erin is a trusted strategic advisor who has worked with clients across many industries including A/E/C, Life Sciences, and Agriculture.

Before joining NPS+, Erin spent more than 10 years in various roles at a mid-size strategic communications B2B agency in Raleigh, N.C. She ultimately led the agency in developing a growth strategy and direction and overseeing client delivery and success. During her time there, she worked on global employee communications campaigns, brand reputation issues, community activation plans and a host of other projects focused on protecting an organization's license to operate.

Erin began her career in Boston where she worked as an account executive at a local PR agency where she helped launch a national women's fashion brand. A North Carolina native, Erin moved back to Raleigh, where she served as an account manager for several clients at a local marketing and advertising firm. Throughout her career, she has worked to secure coverage for her clients in the New York Times, Wall Street Journal, Better Homes and Gardens, Parenting, and national trade publications.

A Raleigh native, Erin is a graduate of North Carolina State University with degrees in communication and Spanish, and lives in the Triangle with her husband, Chris, and her four children.



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ARE NOT  
CREATED EQUAL**

- + Community Assessment
- + Crisis Management
- + Media Relations
- + Message Development
- + Project Launch
- + Stakeholder Management

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