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Erik Smithson is a Sr. Programmatic Sales Specialist at Vibrant Media, the world's leading provider of native advertising solutions. With 10 years of experience in digital advertising, Erik leads the national sales and strategy for Vibrant's programmatic product, as well as new business development for the West Coast.

Prior to joining Vibrant, Erik got his start planning media for Microsoft's Server and Tools division on the agency side at Universal McCann Worldwide. He received his M.S. and B.S degrees in Advertising from the University of Illinois.