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## SMITH HANGS A SHINGLE IN D.C.

Mike Smith, a PR agency vet and former media adviser to President Barack Obama's advance team, has opened a Reston, Va.-based public affairs shop.

Smith, who has been running a business development firm for the last few years, said he and a handful of staffers are focused on leveraging Hill relationships, corporate social responsibility, federal marketing and White House connections. PA, lobbying and federal IT contract support are among the services for Mike Smith Public Affairs.

Nancy Rose, executive VP at the new firm, is a Republican strategist who had stints at Arthur Andersen Consulting and Lexis/Nexis.

A new media research launch for Nielsen Company is a start-up project for the new shop.

Smith was executive VP for Euro RSCG and GM of its D.C. office and previously held posts at Edelman, Burson-Marsteller and the National Association of Manufacturers.

He blogs at [the Huffington Post](#).



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**Mike Smith**

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