

ERA PRESS RELEASE

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The Electronics Representatives Association (ERA) Announces New ERA CEO Edward Smith

The Electronics Representatives Association (ERA) is pleased to announce the appointment of Edward Smith as its new Chief Executive Officer, effective September 2, 2025. This appointment follows the retirement of Walter Tobin, who will continue to support the association in a part-time consulting capacity.



“I am thrilled that Ed Smith will take over the CEO leadership role at ERA,” said Tobin. “As CEO for the past ten years, I have been blessed to have had the support of a great team at ERA National and the support of both the ERA Executive Committee and the Board of Directors. However, it has been the tremendous response and support of our more than 750 members, reps, manufacturers and distributors that has given me so much joy in this great capstone to my career. I will be working with Ed over the next several months to allow for an orderly transition and will help Ed and ERA in any way I can. Ed will bring his energy and great industry experience to ERA. Prepare to be amazed!”

“Walter leaves behind a remarkable legacy of service and impact. His leadership has fundamentally transformed ERA, and we are profoundly grateful for his dedication,” said Tom Griffin, CPMR, president of the ERA Executive Committee. “As we look to the future, we are thrilled to welcome Ed Smith. His reputation, experience and vision will ensure that ERA continues to thrive as the voice of our industry. Ed will focus on expanding ERA’s influence, delivering greater value to members and ensuring that the association remains a forward-looking advocate for the electronics industry.”

Smith is a seasoned and successful executive with more than 35 years of experience in the electronic manufacturing services (EMS) industry and the electronic components distribution industry. He served as CEO at Smttek International and then held several senior executive positions at Avnet for many years, including president for seven years. He then joined SMTC Corporation as CEO in 2017 and was later promoted to chairman. He currently serves on the Board of Directors at Data I/O and other private Boards. He holds a degree from Queensborough Community College - CUNY and continued his education at St. John's University.

“I am extremely excited to follow Walter Tobin at ERA and continue to drive the programs that have been created, as well as create new value-added programs,” said Smith. “The industry continues to change and we at ERA need to continue to provide value to our members both nationally and in working with the local chapters, OEMs and distributor partners, and that is exciting to me. This opportunity allows me to give me give back to the industry that has given me so much. I look forward to a bright future.”

ERA will host a special ERA LIVE session on Tuesday, Sept. 23 at 4:00 p.m. ET where ERA will introduce Ed Smith to the membership and attendees can learn more about Ed’s background and ask him questions. [Save the date](#) for this virtual session and we hope to see you there.

About ERA

The 90-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. For more information about ERA, visit era.org.