

# Samantha Cassetty

## LUVU, VICE PRESIDENT OF NUTRITION

Samantha Cassetty is Vice President of Nutrition at Luvo, a revolutionary frozen food company that offers great tasting, nutritionally-dense fare made from the highest-quality ingredients. As a registered dietitian, Samantha has reached millions of people with her healthy eating advice. Her passion for transforming the way people eat brought her to Luvo, where she develops nutrition standards that define the brand. She also spearheads nutrition communications and strategy and acts as a brand ambassador and expert voice, both internally and in the media.



Samantha formerly served as Nutrition Director at Good Housekeeping and GoodHousekeeping.com, overseeing the entire diet and nutrition content across the brand. In that role, she was responsible for the food category to the Good Housekeeping Seal, ensuring the advertising claims on food packages could be substantiated. Additionally, she wrote feature articles on diet and nutrition along with the monthly nutrition news page.

Prior to her time at Good Housekeeping, she served as the Executive Editor of SouthBeachDiet.com. Samantha has also leveraged her knowledge to develop and share a detailed weight-loss plan in The New York Times bestseller: “7 Years Younger” and in the follow-up book, “7 Years Younger: The Anti-Aging Breakthrough Diet.” Her upcoming book, “The Girlfriend Diet” will be released December, 2014. She has also written and edited numerous health-related books, newsletters and other publications for Johns Hopkins Health After 50 brand. Samantha has been tapped as an expert on healthy eating on a variety of local and syndicated television and radio shows and has made a number of appearances on national television programs, including The Today Show, Dr. Oz, and CBS Sunday Morning. Samantha’s nutrition and diet expertise has also been seen on The Cooking Channel’s “Drop 5 Lbs. with Good Housekeeping,” where she served as the Nutrition Correspondent.

Samantha received a Bachelor of Science from Vanderbilt University and a Master of Science from Boston University. She completed her dietetic internship at Boston Medical Center. Samantha lives in New York City with her 11 year-old son.