

SAMANTHA CASSETTY, MS, RD

Nutrition and wellness expert, author, and columnist



ABOUT ME

Hi. I'm a registered dietitian nutritionist focused on helping people eat more plants and less added sugar. My positive approach to healthy eating has empowered millions of people with smart strategies, approachable advice, and food and lifestyle solutions that make it easier to eat and live more healthfully.

I've spent my career working in media. In addition to being one of the most-quoted dietitians and a columnist for TODAY.com, I've made numerous television appearances, including the TODAY Show, Dr. Oz, CBS Sunday Morning, and CNN's Out Front with Erin Burnett.

I previously served as the nutrition director for Good Housekeeping and nutrition correspondent for Drop 5 Lbs with Good Housekeeping on the Cooking Channel. I'm also the co-author of Sugar Shock and a contributor to the New York Times bestseller 7 Years Younger and the follow-up 7 Years Younger: The Anti-Aging Breakthrough Diet.

THE NUMBERS

Featured in more than 2,000 bylined articles and media interviews to date.

300+

MEDIA INTERVIEWS
AND BYLINED
ARTICLES ANNUALLY
in top tier outlets

1
billion

AUDIENCE REACH
in last year

20k

PAGE VIEWS
in last 90 days

7.8k

IG FOLLOWERS
[@nutritionistsam](https://www.instagram.com/nutritionistsam)

FEATURED IN

GOOD
HOUSEKEEPING



WELL + GOOD

Forbes

FOX

SHAPE



SELF



MEDIA SERVICES

- Spokesperson and brand representation
 - Print, digital, and broadcast interviews
 - Talent at media desksides, events, trade shows, and health expos
 - Create branded blog posts and sponsored newsletter articles
 - Talent in video shoots and SMTs
 - Facebook and Instagram Lives
- Speaking engagements
 - Keynotes, workshops, seminars, and panel moderation



CONSULTING SERVICES

- Brand advisor
 - Shape brand-defining nutrition guidelines and philosophy
 - Lead healthcare professional influencer strategy
 - Develop toolkits and brochures
 - Monitor consumer trends and public policy and report on the impact to brand
 - Provide insights into the food and nutrition media landscape and trends

CONTACT



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