

Oriol Gutierrez Named Editor-in-Chief of POZ

He becomes the first openly HIV-positive, gay Latino to helm the brand.

October 11, 2012

Smart + Strong has named Oriol R. Gutierrez Jr. to editor-in-chief of POZ magazine and POZ.com, the leading HIV/AIDS resources in the United States. He had been deputy editor since 2008. He succeeds Regan Hofmann, who after nearly seven years as editor-in-chief, has started a new career as a consultant focused on strategy, communications and change in the field of global health.

Gutierrez also will continue in his current role as editor-in-chief of Tu Salud magazine and tusaludmag.com, the trusted guides to Latino health.

“As the first openly HIV-positive, gay Latino to become editor-in-chief of POZ, Oriol brings a point of view that reflects this moment in the epidemic,” said Ian Anderson, president of Smart + Strong. “Although all communities are at risk for HIV, people of color and gay men remain at high risk.”

“POZ will continue entertaining and educating our readers by doing what we do best, which is telling the stories of all people with HIV/AIDS and our allies,” Gutierrez said. “I’m honored to take the helm of POZ as new developments in both prevention and cure research make this a hopeful time in the fight against HIV/AIDS.”

Previously in his career he was managing editor of DiversityInc, the leading source for diversity management; cofounder, publisher and editor-in-chief of LGNY Latino, the first bilingual Spanish/English LGBT U.S. periodical; and chief editor of Pet Business, the leading source for pet product retailers.

Gutierrez is a graduate of New York University with a BA in journalism and an MS in publishing. He is the former vice president of print and new media of the National Lesbian and Gay Journalists Association. He also served in the United States Marine Corps Reserve.

About Smart + Strong

POZ is part of the Smart + Strong family. Smart + Strong also operates several other health-

oriented publications and websites, including AIDSmeds.com, a site for HIV care and treatment information; Real Health (a print and online guide to African-American wellness), Tu Salud (a print and online guide to Latino wellness) and Hep (a print and online guide to hepatitis). For more information about Smart + Strong, please visit www.smartandstrong.com.

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