

# Smart + Strong Announces Head of Sales for Cancer Health

Hearst and Condé Nast veteran heads up sales for newest Smart + Strong brand

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Diane Anderson

Smart + Strong, the publisher of award-winning, community-focused health magazines and websites, announced today the appointment of Diane Anderson as VP, Integrated Sales of Cancer Health.

Diane brings over 25 years of publishing sales experience along with her passion to help those affected by cancer. She has won the Hearst Spotlight Award, which honors individuals who have made significant contributions to Hearst, Condé Nast Sales Person of the Year, and a number of other magazine-specific awards over her distinguished publishing career. Diane most recently

spent seven years at Food Network magazine, one of the most successful magazine launches of the past decade, and worked on the launch of The Pioneer Woman Magazine, 2017 Ad Age Launch of the Year.

“I’m excited to join an established organization with over 24 years of experience empowering people to live and thrive with various health conditions. Cancer Health was created to raise awareness of the importance of knowing ones health status in order to ensure optimal health for individuals and to address a large, and growing, public health concern in the United States,” says Diane Anderson, VP, Integrated Sales of Cancer Health. “I’m thrilled to help lead Cancer Health’s business efforts at such an encouraging time of innovation and opportunity in the fight against cancer.”

“We have long known that when you are armed with expert, unbiased health care information, you are empowered and inspired to advocate for your needs,” says Ian E. Anderson, President of Smart + Strong. “We are elated to have such an experienced professional as Diane join our Cancer Health team.”

CancerHealth.com launched in the fall of 2017, and the first print issue of Cancer Health magazine published in January 2018. The brand was developed in response to the growing need for educational and interactive services for people living with cancer and to provide an array of services, including comprehensive basics, treatment news, conference coverage and community forums.

[Smart + Strong](#) is the parent company of an award-winning stable of magazines and their related websites including: POZ and [POZ.com](#), for people living with and affected by HIV/AIDS; Hep and [HepMag.com](#), focused on hepatitis care and treatment; Cancer Health and [CancerHealth.com](#), for people living with and affected by cancer; Real Health and [RealHealthMag.com](#), focused on African-American health; Tu Salud and [TuSaludMag.com](#), focused on Latino health; and Sane and [SaneMag.com](#), for people seeking mental wellness information. For more information about Smart + Strong, please visit [www.smartandstrong.com](#).

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