

## **DailyStrength, the Internet's Leading Community of Support Groups, Expands Management Team**

*DailyStrength, the leading community of online support groups, adds two experts in business development and Internet marketing.*

Los Angeles, CA (PRWEB) December 2, 2007 -- DailyStrength.org, the Internet's fastest growing health-focused social network, announced the expansion of its management team. Grant Wedner has joined the company as Vice President of Corporate Development and Partnerships, and Craig Cochrane has been named Senior Director of Marketing. Wedner and Cochrane provide DailyStrength with a wealth of experience in health and consumer-focused business development, strategic partnership development, Internet marketing, search engine optimization, social network marketing and public relations.

"Grant and Craig bring tremendous talent to DailyStrength's executive team," said Doug Hirsch, DailyStrength's co-founder and chief executive officer. "As we continue enhancing the site's features and improving the member experience, Grant and Craig's contributions will allow DailyStrength to forge new partnerships and spread the word about our thriving community."

With nearly a decade of experience building partnerships, Grant Wedner most recently worked in business development for Kosmix, a leading vertical search engine with a significant health audience. Prior to that, he spent nearly six years at WebMD in consumer-directed program development and relationship development roles. Earlier in his career, Wedner worked for Ernst & Young and Kaiser Permanente in business development, financial analysis and client services. Wedner holds an M.B.A. from the University of Southern California's Marshall School of Business, an M.P.H. from Columbia University and a B.A. in history from the University of California, San Diego.

Craig Cochrane joined DailyStrength in November 2007, and has an extensive and varied background in Internet marketing, technology research management, and television series development. Most recently he founded the online shopping destination Skirt Spot. Prior to this he helped found two research institutes at USC, the Institute for Creative Technologies (ICT) and the Mobile Media Institute. In the late 1990's, he developed Internet content and primetime television series at Paramount Pictures. Cochrane holds an M.B.A. from USC's Marshall School of Business and B.A. in economics from Harvard.

### **About DailyStrength**

DailyStrength offers over 500 free online support groups for people seeking information, advice, and inspiration from others facing similar challenges, be it depression, divorce, grief, weight loss, breast cancer, parenting, HIV, or hundreds of other challenges. Community members share experiences with thousands of treatments, recommend doctors, explore local support resources, post photos and videos, maintain wellness journals and send each other virtual hugs. In the words of one depression support group member, "This what the internet should be used for. A real global community, supporting and caring for our fellow beings. Absolutely inspired and inspiring."

DailyStrength is headquartered in Los Angeles and is backed by Redpoint Ventures.