Katherine Wintsch
Founder and CEO / The Mom Complex / Brandcenter Alum (ST, 2001)

Katherine Wintsch is the Founder and CEO of The Mom Complex, a consulting firm that helps companies and 21st century mothers immerse themselves in each other’s lives, and develop products and services that moms really want.

She works with some of the largest companies in the world - Unilever, Johnson & Johnson, Walmart, Discovery Communications, Kellogg to understand the changing needs of the American family and how to address them.

Katherine has been featured by The Today Show, The New York Times, The Wall Street Journal, Fast Company and she’s a regular blogger for The Huffington Post.

Her pioneering work in marketing and advertising has taken the industry by storm. Katherine was named one of Ad Age’s 40 under 40 and Business Insider’s 30 Most Powerful Women in Advertising.


Descriptor / Marketing to moms is terrible. It’s formulaic and boring. Why? Because mothers profess to have everything under control in sterile focus group settings and the world believes them. It’s time for a change. When it comes to the $3.2 trillion opportunity at hand - moms say marketers don’t understand them and creative teams are avoiding mom-focused projects like the plague. It’s time to raise the bar. Let’s put an end to mediocre mom marketing once and for all.