

Consulting Firm Targets the Mommy Market

A local consulting group is spreading its wings in Carytown.

The Mom Complex parted ways in December with the Martin Agency to head out on its own.

Founder Katherine Wintsch ran the Mom Complex under the Martin Agency umbrella for three years but said it made sense to spin off from the parent company as her business evolved away from advertising toward consulting. The firm moved into the Millennium Building at 3324 W. Cary St. late last year.

The Mom Complex helps companies reach the “mom market” and teaches them how to best serve employees and customers who are mothers.

“We are in business to make the lives of moms easier,” said Wintsch, who owns the firm and serves as its chief executive.

The group’s 15 or so clients include Walmart, Kellogg’s, Johnson & Johnson and, locally, Bon Secours, she said.

Wintsch has two full-time employees: senior strategist Jessica Collins and engagement manager Lauren Fitzgerald. All three are mothers themselves. They also employ a number of freelancers.

With the help of broker Greg Creswell of CBRE | Richmond, the Mom Complex signed a two-year lease for the Cary Street space with an option for renewal. Bandazian & Holden represents the landlord, Houchang Pirouzan. Clairborne Riley provided interior design services, and Jerry McCurdy with McCurdy Construction was the general contractor, Wintsch said.



“It’s the only place we looked at,” Wintsch said. The broker “took us on a tour of this building and I said, ‘We’ll take it.’” The addition of the Mom Complex fills up the 7,100-square-foot Millennium Building, according to Bandazian & Holden. The building already houses Visible Proof, the Artisans Shop and Indigo Avenue consignment shop.

Martin Agency spokesperson Theresa Dunn said the Mom Complex was an idea Wintsch came up with and is a passion she poured her heart into.

“Katherine made this an amazing company,” Dunn said. “This is her business she created, and now she has the flexibility to run it how she likes.”