

AD AGE

CREATIVITY

LOOKBOOK

DATACENTER

RESOURCES

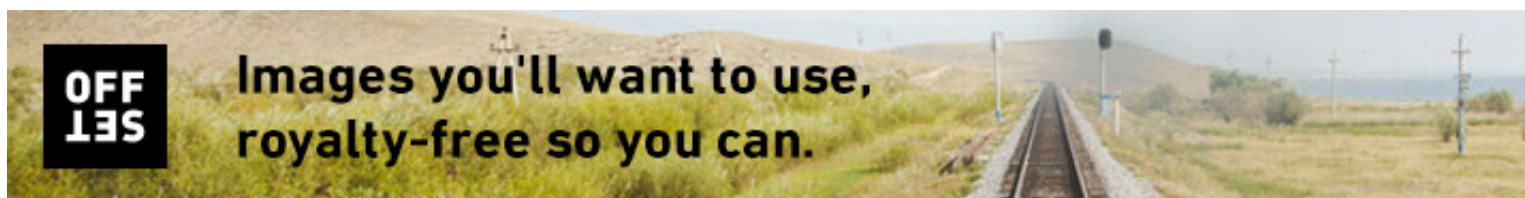
EVENTS

JOB

ON CAMPUS

Follow us

Marketing Advertising Digital Media Agency Data BtoB



Advertisement

You have read one of seven free items this month.

To register, get added benefits and unlimited access to articles, [Become a Member](#). Already a

Meet Ad Age's 40 Under 40

Published on January 21, 2013.

0

37

Ad Age honors the innovative, young marketing leaders who have made their mark in the client, agency and media realms -- all before their 40th birthdays.

Sections

Latest

Editor's Picks

Most Popular



KATE ARONOWITZ

SIMON BOND

SHARONDA L. BRITTON

ED BROJERDI

ASHLEY BROWN

ROB CANDELINO

BRANDON COLEMAN

DANIELLE DELAURO

MINDY FINN

GEORGINA FLORES

THOMAS GENSEMER

ANDREW GORENSTEIN

JONATHAN HABER

DAN HENNESSY

BRITTANY HODAK, KIM KAUPE

SARAH HOFSTETTER

CHRIS HUGHES

DUSTEE TUCKER JENKINS

MATTHEW KEYLOCK



KATHERINE WINTSCH

Founder, The Mom Complex, a global think tank at the Martin Agency

Age: **35**

@kwintsch

One in three moms are the breadwinners in their household, and the average mom has just 47 minutes a day -- including bathroom breaks -- to herself. These are the types of facts that Katherine Wintsch knows off the top of her head, and her understanding of mom behavior is why marketers such as Walmart turn to her for guidance.

Ms. Wintsch has been a staffer and head of planning at Martin Agency for over a decade. Last



AT

W
W
M
B

- LEAH BUHL LAPLACA
- ROB MASON
- MATT MAZZEO
- STEPHANIE MCMAHON
- MONIQUE NELSON
- BRETT O'BRIEN
- DEEPIKA PANDEY
- DAVE PENSKI
- JAMIE ROBINSON
- NIKHIL SETHI
- CLARA SHIH
- SCOTT SPIRIT
- LINCOLN STEPHENS
- JOSH STINCHCOMB
- GEORGE STROMPOLOS
- MICHELLE VIG
- SLOAN WHITE
- RODNEY WILLIAMS
- KATHERINE WINTSCH
- VICTOR WONG

September, the Interpublic Group of Cos.'s shop entrusted her to launch a new unit to assist clients eager to target one of the most important demographics in America: moms.

How have moms changed in the last few decades? "The difference between moms in 2013 vs. moms 20 years ago is that they are finally recognizing and leveraging their own buying power. Loyalty goes to the brands that make better products and services for moms, not just better advertising."

Next:



AT

W
M
20
A



In this article:

Creative Profiles

Safari Power Saver
Click to Start Flash Plugin

“If you win, I **promise** the ROI on the award submission cost will be the **best of your career.**”

▶ John Coleman, CEO and
AD AGE SMALL AGENCY OF

Advertisement

Read These Next



The Creativity Top 5: The Best Brand Ideas of the Week

on 03.16.2015



The Apple Watch Is Out, and So Are Many Others. How Do the Ads Compare?

[Ann-Christine Diaz](#) on 03.13.2015



Tool Adds VR to its Offerings, Go Signs Chris Nelson and More

[Alexandra Jardine](#) on 03.11.2015

Comments (0)

Not logged in

Write your comment here

BECOME A MEMBER

[Register Now](#) | [Renew](#) | [Membership Benefits](#) | [DataCenter](#) | [Rese](#)



WHAT'S NEWS
TO WHAT'S NEXT

Copyright © 1994-2015 | Crain Communications | Privacy Statement | Terms of Use | About Us | Advertise

AD AGE | CREATIVITY | LOOKBOOK | DATACENTER | RESOURCES | EVENTS | JOBS | ON