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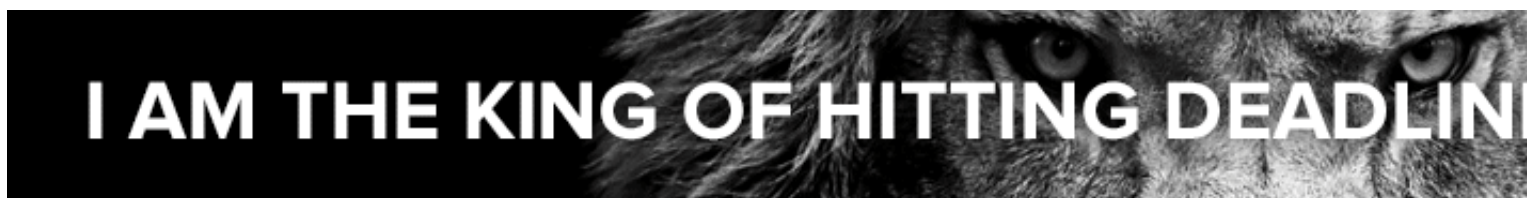
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Meet Ad Age's 40 Under 40

Published on January 21, 2013.

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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.

40 UNDER 40

KATE ARONOWITZ

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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

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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."

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