Articles written about Katherine

1. [**The New York Times. Pitching to Real Moms, the Ones Who Aren’t Perfect**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Pitching-to-Real-Moms-the-Ones-Who-Arent-Perfect.pdf)
2. [**Fast Company. How The Deepest Darkest Secrets Of Moms Inspire Products On Aisle 6**](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-The-Deepest-Darkest-Secrets-Of-Moms-Shape-The-Products-In-Aisle-6-.pdf)
3. **Forbes.** Wal-Mart’s Mom-In-Chief Targets Millennial Mothers
   1. [**Business Insider. Meet the Most Powerful Women In Advertising**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Meet-the-Most-Powerful-Women-In-Advertising.pdf)
   2. **Advertising Age.** Top 40 Under 40
   3. [**Huffington Post. Katherine Wintsch on Marketing to Moms “Get Real”**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Katherine-Wintsch-on-Marketing-to-Moms-Get-Real-.pdf)
   4. **Richmond Times-Dispatch.** Selling the Real Mom
   5. [**Richmond Times-Dispatch. Women Executives Struggle to Balance Career & Family**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Women-executives-struggle-to-balance-career-family1.pdf)
   6. [**Richmond Magazine. Best & Worst 2013**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Best-Worst-2013.pdf)
   7. [**Richmond BizSenze. Consulting Firm Targets the Mommy Market**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Consulting-Firm-Targets-the-Mommy-Market.pdf)
   8. [**Maya Smart Blog. Katherine Wintsch on Ending the Internal Mommy Wars**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Katherine-Wintsch-on-Ending-the-Internal-Mommy-Wars.pdf)
   9. **Marketing to Moms**. Wintsch Wins You Take the Cake Award at M2Moms- The Marketing to Moms Conference

Articles where Katherine is quoted as expert

1. [**Time Magazine. Companies Advertise To Prove They Are Mom Enough**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Companies-Advertise-To-Prove-They-Are-Mom-Enough-.pdf)
2. [**The Wall Street Journal. The Art of Almost Homemade**](http://momcomplex.com/wp/wp-content/uploads/2015/03/The-Art-of-Almost-Homemade.pdf)
3. [**Inc. Master Marketing to Moms**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Master-Marketing-to-Moms.pdf)
4. [**The Wall Street Journal. How Much Can You Fit in Your Car?**](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-Much-Can-You-Fit-In-Your-Car.pdf)
5. [**The Wall Street Journal. Amid Kale and Quinoa, Pop-Tarts Keep Hanging On**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Amid-Kale-and-Quinoa-PopTarts-Keep-Hanging-On.pdf)
6. [**Wall Street Journal. What Busy Moms Sneak In…TV Time**](http://momcomplex.com/wp/wp-content/uploads/2015/03/What-Busy-Moms-Sneak-In...TV-Time.pdf)
7. [**The Economic Times. Why Advertisers Have Kicked Off A Celebration of Women Not As Consumers But As Mothers**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Why-Advertisers-Have-Kicked-Off-A-Celebration-of-Women-Not-As-Consumers-But-As-Mothers.pdf)
8. [**NBC News. Super Bowl Ads, It’s Go Viral Or Go Home**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Superbowl-Ads-Its-Go-Viral-or-Go-Home.pdf)
9. [**Today.com. Reclaiming Beauty, Moms on a Mission Push for Ads Showing People of All Abilities**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Reclaiming-Beauty-Moms-On-A-Mission-Push-for-Ads-Showing-People-Of-All-Abilities.pdf)
10. [**Today.com. The Rise of the “Married Single Mom”**](http://momcomplex.com/wp/wp-content/uploads/2015/03/The-Rise-of-the-Married-Single-Mom.pdf)
11. [**ESPN. Super Bowl Ads Play to Women**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Superbowl-Ads-Play-to-Women.pdf)
12. [**Adweek. Can Kraft Macaroni & Cheese Market Itself as Healthful?**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Can-Kraft-Macaroni-Cheese-Market-Itself-As-Healthful.pdf)
13. [**Adweek. Huffy Bikes Go From Boys to Mom**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Huffy-Bikes-Go-From-Boys-to-Mom-.pdf)
14. [**Adweek. What Women Watch on TV**](http://momcomplex.com/wp/wp-content/uploads/2015/03/What-Women-Watch-on-TV.pdf)
15. [**Adweek. Kellogg’s Call to Breakfast Skippers**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Kelloggs-Call-to-Breakfast-Skippers-.pdf)
16. [**The Globe and Mail. How Marketing Is Changing to Reach Millennial Moms**](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-Marketing-Is-Changing-to-Reach-Millennial-Moms.pdf)
17. [**National Post**. Gen Y and Millennial Moms Having More Kids and Abandoning Helicopter Parenting](http://momcomplex.com/wp/wp-content/uploads/2015/03/Gen-Y-and-Millennial-moms-having-more-kids-and-abandoning-helicopter-parenting-.pdf)
18. [**Huffington Post. New High-End Baby Products Have ‘Very Little To Do With The Baby’**](http://momcomplex.com/wp/wp-content/uploads/2015/03/New-High-End-Baby-Products-Have-Very-Little-To-Do-With-The-Baby.pdf)
19. [**eMarketer. The Mixed Blessings of Smartphones and Social Media**](http://momcomplex.com/wp/wp-content/uploads/2015/03/The-Mixed-Blessings-of-Smartphones-and-Social-Media.pdf)

Articles written by Katherine

1. [**Wall Street Journal. Outside Voices: Marketing to Moms, Why Is The Bar So Low?**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Outside-Voices-Marketing-To-Moms-Why-Is-The-Bar-Set-So-Low-CMO-Today-WSJ.pdf)
2. [**Fast Company. Clean Toilet-Bowl Obsession, And Other Ways Mom Marketing Fails**](http://momcomplex.com/wp/wp-content/uploads/2015/03/Clean-Toilet-Bowl-Obsession-And-Other-Ways-Mom-Marketing-Fails-.pdf)
3. [**Huffington Post. What Happened When My 6-Year-Old Tried Giving Me My Own Advice**](http://momcomplex.com/wp/wp-content/uploads/2015/03/What-Happened-When-My-6-Year-Old-Tried-Giving-Me-My-Own-Advice-.pdf)
4. [Huffington Post. What Most Men Don’t Have and Why I’m Jealous](http://momcomplex.com/wp/wp-content/uploads/2015/03/What-Most-Men-Dont-Have-and-Why-I-Am-Jealous.pdf)
5. [Huffington Post. From Our Broken Hearts to Yours](http://momcomplex.com/wp/wp-content/uploads/2015/03/From-Our-Broken-Hearts-To-Yours.pdf)
6. [Huffington Post. How to Quiet the Mean Voice in Your Head](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-to-Quiet-the-Mean-Voice-in-Your-Head.pdf)
7. [Huffington Post. 7 Life Lessons For Moms From Oprah](http://momcomplex.com/wp/wp-content/uploads/2015/03/7-Life-Lessons-For-Moms-From-Oprah-.pdf)
8. [Huffington Post. Back to School Back to Reality](http://momcomplex.com/wp/wp-content/uploads/2015/03/Back-to-School-Back-to-Reality.pdf)
9. [Huffington Post. How to Say “No” While Laughing Along the Way](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-to-Say-No-While-Laughing-Along-the-Way.pdf)
10. [Huffington Post. Eating My Own Words at the Awards Assembly](http://momcomplex.com/wp/wp-content/uploads/2015/03/Eating-My-Words-at-the-Awards-Assembly.pdf)
11. [Huffington Post. Working Moms: Don’t Give Governor Bryant’s Comments a Second Thought](http://momcomplex.com/wp/wp-content/uploads/2015/03/Working-Moms-Dont-Give-Governor-Bryants-Comments-a-Second-Thought.pdf)
12. [Huffington Post. How Millennial Moms Are Changing Motherhood](http://momcomplex.com/wp/wp-content/uploads/2015/03/How-Millennial-Moms-Are-Changing-Motherhood.pdf)
13. [Huffington Post. Lies Moms Tell Each Other (and Ourselves)](http://momcomplex.com/wp/wp-content/uploads/2015/03/Lies-Moms-Tell-Each-Other-and-Ourselves.pdf)
14. [Working Mother Magazine. What If I Don’t Want to Go Back to Work After My Maternity Leave?](http://momcomplex.com/wp/wp-content/uploads/2015/03/What-If-I-Dont-Want-to-Go-Back-to-Work-After-My-Maternity-Leave.pdf)
15. [Smithsonian Blog. Battling “Perfect Mom” Syndrome with Moms and Marketers](http://momcomplex.com/wp/wp-content/uploads/2015/03/Battling-Perfect-Mom-Syndrome-with-Moms-and-Marketers.pdf)
16. [eMarketer. When Mom Turns Mobile Marketer](http://momcomplex.com/wp/wp-content/uploads/2015/03/When-Mom-Turns-Mobile-Marketer.pdf)
17. [Blue Suit Mom. Bigfoot, Dragons and Supermoms…They Don’t Exist](http://momcomplex.com/wp/wp-content/uploads/2015/03/Bigfoot-Dragons-and-Supermoms...They-Dont-Exist.pdf)
18. [Hybrid Mom. 5 Lies Your Mother Told You](http://momcomplex.com/wp/wp-content/uploads/2015/03/Five-Lies-Your-Mother-Told-You.pdf)