



# KATHERINE WINTSCH

Founder & CEO

Katherine Wintsch is a leading expert on motherhood. As the founder and CEO of The Mom Complex, an internationally acclaimed consulting company, Katherine's sought-after expertise 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 and Working Mother Magazine.

While her two young children don't always listen to her, many of the nation's leading Fortune 500 companies are hanging on her every word. Brands such as Johnson & Johnson, Kellogg's, LEGO and Walmart trust Katherine and her team to reveal the good, bad and ugly behind motherhood in order to find growth opportunities for their brands.

For her work in the consulting world, Katherine has been honored with the Advertising Women of New York's "Changing the Game" award. She has also been named one of Ad Age's "40 Under 40" and one of Business Insider's "30 Most Powerful Women in Advertising."

Katherine and her husband Richard live in Richmond, Virginia, and are parents to Layla, 8, and Alex, 6.



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**THE MOMCOMPLEX**



# LAUREN FITZGERALD

Managing Director

As the Managing Director for The Mom Complex, Lauren has partnered with global brands like Johnson & Johnson, Playskool, Kellogg's, Walmart, the Discovery Network and Unilever, helping them better connect with their mom customers and mom employees. Working alongside Fortune 500 companies across the country, Lauren's creativity, resourcefulness and ability to move mountains has led to numerous groundbreaking new products and services that are making the lives of moms easier.

Lauren's professional success demonstrates the power behind empathy. She has a foundational understanding for the mothers with whom she collaborates and strives to champion. Whether she is rebranding a children's hospital or helping the food industry address the pains of dinnertime, she has a clear vision: make mothering easier for all women.

In her free time, Lauren volunteers with at-risk teens and is an avid runner, which comes in handy when trying to keep up with an overly active 2 and 4 year old.



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