




MEET THE #1 GLOBAL VOICE FOR WORKING MOMS

CHRISTINE MICHEL CARTER

“THE WORKING MOM CHANGING THE WORLD”

Best-selling author Christine Michel Carter is the #1 global voice for working moms. Christine’s voice transpires across miles into the heart, mind, and soul of moms everywhere. **Women in the United States, Canada, Africa, Australia, France, the UK, Spain, China and India love her writing**; it’s reflected in her international social media following and above-average social media engagement rates. At home she’s Mommy to Maya and West, the two cutest damn kids on the planet.

Featured in The New York Times and The Washington Post, she has been called a “working mom who’s changing the world,” “making a positive impact in the world,” “the mom of mom influencers,” a “mom on the move,” a “branding mastermind,” one of the “funniest parents on social media,” one of the “best working mom blogs to follow for support, laughs, and advice,” “the exec inspiring millennial moms,” and “the voice of millennial moms.”

A portrait of Christine Michel Carter, a woman with long, wavy brown hair, wearing a yellow top. The photo is tilted and has a white border.

Mission: To change the narrative of what it means to be a working mother. Vision: To make mothers feel confident and understood.

Christine is the associate editor for *ModernMom* and a *ForbesWomen* senior contributor. She also contributes to **TIME**, **Harper's Bazaar**, and **Parents**.

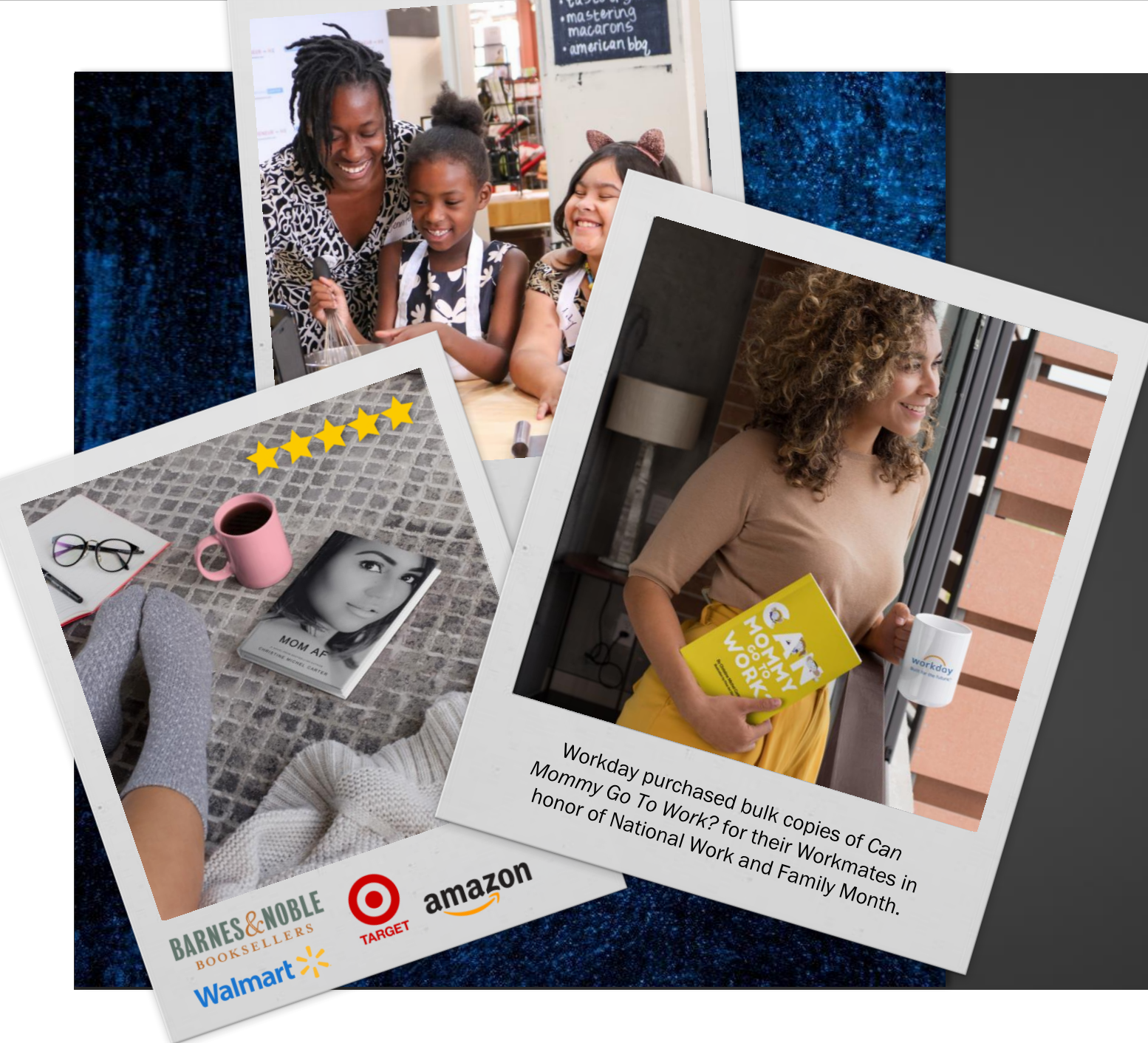


GLOBAL IMPACT

Christine is aligned to one of the critical health topics of the World Health Organization (WHO): maternal health. This includes the physical, emotional and mental health of women during pregnancy, childbirth and the postnatal period. Additionally, there are cultural nuances during pregnancy, labor, and delivery that can increase the risks of experiencing mental health challenges for moms of color. For example, statistics show that Black women are three to four times more likely to die during or after delivery than white women. As a Black mother, Christine is committed to ensuring Black mothers around the world stop suffering in silence.

Child care is one of the main catalysts to the decline of maternal health, and Christine is passionate about elevating the importance of this issue. Aligned to the WHO health topic: quality of child care, Christine has supported Senator Kamala Harris, the Congressional Caucus on Black Women & Girls, the FamTech Collaborative, the Department of Labor and the U.S. Chamber of Commerce on maternal and child care related issues. She is the founder of Mompreneur and Me, the nation's first free mommy and me professional development event. Christine's co-hosted conference, The State Of Black Mothers In America, is the largest global conference for Black mothers.

Christine's primary charitable interest is dedicated to supporting Girl Scouts of Central Maryland and their Girl Scouts Beyond Bars (GSBB) program. GSBB is a program for girls who are struggling to deal with their mothers' imprisonment and gives their mothers a chance to have a positive role in their daughters' lives as they participate together in activities. In 2020 The State Of Black Mothers In America made a donation to this program which will support field trips for the Beyond Bars troop through 2022 and will provide one \$1,000 college scholarship award to GSBB "graduates" who have been accepted into a college.



Christine's insights have been included by authors in their books, and Christine's own bestselling children's book *Can Mommy Go To Work?* was ranked as an "empowering book" and a "life changing book to guide feminist parenting."

Her novel *MOM AF* is a sister circle in a book, inspired both by Carter's life and her published articles.

Christine is also the founder of **MOMPREENEUR** AND **ME**® the first national mommy and me professional development networking event.



Shout out to Christine Michel Carter for being a great voice for working moms. The U.S. Department of Labor Women's Bureau applauds not only the work you do everyday but for inspiring women to be the best they can be!

-Erica Clayton Wright, Deputy Director, U.S. Department of Labor Women's Bureau



Christine clarifies misconceptions about working mom consumers for brands and serves as an amplifier of their personal truths. From delivering consumer insights and brand marketing content to helping HR and diversity teams attract and retain these hardworking professionals, Christine works with advertising agencies, research firms and companies to **ensure they're at the forefront of the minds of female consumers.**

**NOT YOUR AVERAGE INFLUENCER
OR SPEAKER**

WHAT MAKES CHRISTINE UNIQUE: FOR BRANDS

CLARIFY MISCONCEPTIONS ABOUT TODAY'S CONSUMERS FOR BRANDS

Christine takes both an “art and science” approach to brand strategy consulting. Her approach includes art because it requires personal experiences, raw honesty, real understanding, and forethought. The science refers to the insights, marketing analytics, big data, brand positioning, case studies, best practices, psychology, and sociology involved.

SERVE AS A VESSEL OR AMPLIFIER OF THE CONSUMER'S TRUTHS

Christine also educates on why micro-influencers matter, what is on the minds of millennials and surprisingly, what is not, who is Generation Alpha—**why should your brand care?**



One of my colleagues came across some of Christine's articles for Forbes and was intrigued and impressed with her take on things. We were working on one of our accounts that involved food products and we thought—with her background in marketing, food, moms, etc.—Christine would be just right to fill us in on what a segment of America does—and she was.

—Stuart Ferguson, Vice President, Director,
Research & Knowledge, Cramer-Krasselt



@cmichelcarter
ENGAGEMENT RATE
3.88%

Number of Followers	Average ER
>1M	1.97%
100K - 1M	2.05%
20K - 100K	2.15%
5K - 20K	2.43%
1K - 5K	5.60%



BRANDED CONTENT AND THOUGHT LEADERSHIP

Christine's
Fortune 500
clients include
Google,
McDonald's
and **Walmart.**





WHAT MAKES CHRISTINE UNIQUE: FOR MOMS

Almost 85% of U.S. employees believe having working mothers in leadership roles benefits a business. Yet **more than 70% of working mothers and fathers say women are penalized professionally for starting families**, and men aren't.

Christine is a great facilitator for this audience, understanding their challenges and encouraging them to have lively discussions. Christine is an open and honest speaker who helps them be more assertive, confident and their own career champion. She's received testimonials from her private talks with employee resource groups; employees have ranked Christine's talks **the best corporate programming event of the year**.

"I really enjoyed Christine's presentation and content. It was so relatable and the way I'm feeling as a mom myself – just a lot all around – good to know so many others are feeling this same way and it's not just me."

—WIN Employee Resource Group member



Christine's Coveted Speaking Topics

- ✓ Second Class Citizens: How Ignoring Women Of Color Harms The Nation
- ✓ Parenting During A Global Crisis
- ✓ Virtual COVID-19 Programming
- ✓ Impostor Syndrome, Summit Syndrome And Burnout
- ✓ Creating Authentic Content For A \$1.5 Trillion Audience
- ✓ Maternal Mental Health
- ✓ Ending The Cold War In 2020: Working Moms Vs. Stay At Home Moms
- ✓ How To Use Empathy To Write Engaging Content And Marketing Claims
- ✓ Examples Of Thought Leadership In Content Marketing
- ✓ Understanding Generation Alpha Consumers

WEBINARS, WORKSHOPS, CONFERENCES AND EVENTS

More than a speaker who will generally inspire mothers to believe in themselves and conquer their fears, Christine is a valuable speaker who can deliver a workshop or instructional (but entertaining) presentation that will empower the audience to **get the real results they want.**

Creator & Cultivate



CONTENT
MARKETING
INSTITUTE™



Christine is highly recommended for any diversity and inclusion, women's, mom's, or corporate event."

—University of Phoenix Manager



CHRISTINE AS A CONTRIBUTING WRITER AND MEDIA ANALYST

Christine is available to weigh in or comment as on-air guest talent. She is a “go-to” resource when brands, media, and publications are looking for data-driven insights and practical examples on how to reach and resonate with millennials.

Using credible quantitative and qualitative research methods, Christine weighs in with supporting data, while also using stories from her own experience as a millennial mom and a consumer marketing strategist for a well-recognized brand in the consumer packaged goods/food service industry.

One of Christine's key specialties lies in partnership marketing. She has formed strategic alliances on behalf of startups with the following brands:



CONTACT CHRISTINE

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Christine Michel Carter



Christine's Speaker Reel and Other Videos

