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Maria is an invited speaker around the globe and her eight marketing books on Mom Marketing and Influencer engagement are published in 12 languages. Her latest book Millennial Moms: 202 Facts Marketers Need To Know To Build Brands and Drive Sales , empowers brands to connect with the lucrative market of Millennials Moms.

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Of the 80 million millennials in the U.S., one-quarter are now parents. Eighty-three percent of new moms are millennials, and marketers are making the mistake of treating them as one monolithic group.

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