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Heidi Murkoff is the author of the world's best-selling pregnancy and parenting series, *What to Expect*, that began with *What to Expect When You're Expecting*. She is also the creator of *WhatToExpect.com* and founder of the *What to Expect Foundation*. *TIME Magazine* named Heidi one of the 100 Most Influential People in the World for 2011. Most recently, Murkoff was honored by the Smithsonian Associates with the prestigious John P. McGovern Award, which recognizes an individual for their contribution to the understanding of the family in America.

Heidi Murkoff conceived the idea for *What to Expect When You're Expecting* during her first pregnancy, when she couldn't find answers to her questions or reassurance for her worries in the books she'd turned to for much-needed advice. Determined to write a guide that would help other expectant parents sleep better at night, Heidi delivered the proposal for *What to Expect When You're Expecting* just hours before delivering her daughter, Emma. On February 12, 2013, Emma, the inspiration who started it all, gave birth to the newest member of the *What To Expect* family, son Lennox Page Ali.

Dubbed the 'pregnancy bible', *What To Expect When You're Expecting*, has spent 600 weeks on the *New York Times* bestseller list and is now in its fourth edition, with more than 17 million copies in print. Furthermore, *USA Today* named it one of the most influential books of the last 25 years and also determined that it is read by 93% of women who read a pregnancy book.

The sequel, *What to Expect the First Year*, has sold over 10 million copies internationally and is in its 2nd edition. Other titles in the series include, *Eating Well When You're Expecting*, *What to Expect Before You're Expecting* (a complete preconception plan), and the newest member of the *What to Expect* family: *What to Expect the Second Year*, the must-have guide for parents of toddlers. The *What to Expect* books have sold more than 35 million copies internationally, and are published in more than 30 languages. In 2005, she was inducted into the Books For A Better Life Hall of Fame.

Heidi's *What to Expect Kids* picture-book series for preschoolers includes *What to Expect When Mommy's Having a Baby*, *What to Expect When the New Baby Comes Home*, *What to Expect When You Use the Potty*, and *What to Expect at Preschool*.

In 2005, Heidi expanded the *What to Expect* brand online with *WhatToExpect.com* - the digital companion to her *What To Expect* books, and home to vibrant, vast, yet close-knit community of over 8 million parents (source: Omniture). In 2009, the brand expanded into mobile with the *What To Expect Pregnancy Tracker* (the most popular pregnancy app in the world). There have been more than 5 million downloads of the *What To Expect* apps, and about 5,000 *What To Expect* apps are downloaded daily.

Heidi's passionate commitment to moms and babies led to the creation of the *What to Expect Foundation* (whattoexpect.org), a nonprofit organization dedicated to helping underserved families have healthy pregnancies, safe deliveries, and healthy, happy babies. With a beautiful, culturally appropriate low literacy pregnancy guide (provided at no cost) and comprehensive prenatal health literacy support, the WTE Foundation's groundbreaking Baby Basics program-available in English, Spanish, and Chinese - has helped over 500,000 expectant moms-to-be in need and their babies. The foundation has recently joined forces with the USO in "Special Delivery" - a program born out of Heidi's desire to support expectant military mothers far away from immediate family and friends. The showers are hosted by Heidi and provide gifts, game and a chance to connect with Heidi and one another. In addition, the Foundation is also preparing a global initiative in an effort to help moms in need around the world.

Heidi has appeared on hundreds of television and radio shows, including the *Today Show*, *Good Morning America*, *CNN the CBS Early Show*, *Oprah*, *BBC Breakfast*, and *Good Morning Australia*. She connects daily with her WTE family online at *WhatToExpect.com*, as well as on Twitter and Facebook.

In 2012, Lionsgate released "*What to Expect When You're Expecting*", a film inspired by the spirit of the book. The romantic comedy all star cast included Cameron Diaz, Jennifer Lopez, Chris Rock, Matthew Morrison, and Elizabeth Banks. Heidi and her husband Erik served as executive producers on the film.