

Katie Delahaye Paine (twitter: KDPaine) is the CEO and founder of KDPaine & Partners LLC and author of "Measuring Public Relationships: The data-driven communicator's guide to measuring success." She also writes the first blog ([Katie Paine's Measurement Blog](#)) and publishes the first newsletter ([The Measurement Standard](#)) dedicated entirely to measurement and accountability. In the last two decades, she and her firm have listened to millions of conversations, analyzed thousands of articles, and asked hundreds of questions in order to help her clients better understand their relationships with their constituencies.

For the past 17 years, Paine has been providing marketers and communications professionals tools, data and information to help them make better business decisions. She and her firms have read and analyzed millions of news articles, Internet postings and internal communications and have conducted hundreds of thousands of interviews in the relentless pursuit of quantitative and qualitative measures of her client's marketing success. She works with some of the world's most admired companies including Raytheon, Hewlett-Packard, and Southwest Airlines. Most recently, her endeavors have been focused on providing cost effective measurement programs for non-profits, small businesses, and government agencies.

Prior to launching KDPaine & Partners in 2002, Paine was the founder and president of The Delahaye Group, which she sold to Medialink in 1999. Katie was an initial founder of the Institute for Public Relations Special Commission on Measurement and Evaluation. She served as the US liaison to the European Standards Task Force to set international standards for media evaluation. She writes a regular column for *PRNews* on corporate image and crisis communications and contributes to *PRNews*, *Communications World*, *PR Week*, *Business Marketing* and *New Hampshire Magazine*.

An accomplished speaker, Paine frequently lectures to conferences and universities including The Conference Board, The American Strategic Management Institute, the Public Relations Society of America, the International Association of Business Communicators, the Institute for International Research, the International Public Relations Research Conference, Ragan Communications Conferences, the PR Executive Forum, IPRA, the University of New Hampshire, and Southern New Hampshire University.

Paine was named Entrepreneurial Venture Creator Person of the Year by the University of New Hampshire. A Cum Laude graduate of Connecticut College's class of 1974, Katie majored in history and Asian studies. She received an Honorary Doctorate of Laws from New Hampshire College in May 1996. She is an Athena award winner and a Board member of the New Hampshire Political

Library. Her life is featured in Mark Albion's book, "Making a life, making a living."